



Williams Mullen Launches Data and Privacy Blog

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Businesses of all sizes now collect a wide range of data for use throughout the corporate enterprise. The types of data will vary and can include:

- Unique personal identifiers, such as names, addresses and social security numbers.
- Credit card details and other financial information.
- Browser and search histories and other information regarding a consumer's interaction with a Web site, application or ad, including MAC addresses and Wi-Fi locations.
- Video recordings, entry/exit logs, and biometric information, such as finger prints and facial recognition.
- Geolocation data, including lat/longs, and associated temporal data.

Generally, the data will be collected internally from operations, directly from customers, or acquired (often licensed) from third party vendors. Companies utilize this data both for internal use ? such as to improve business operations and customer service ? and external use (e.g. customer engagement and developing new products and services).

The amounts and types of data collected are expected to increase significantly, due to increased data collection capabilities through the Internet of Things - when almost every device or piece of equipment will have a sensor and continually transmit data over the internet - unmanned aircraft systems, autonomous vehicles and smart cities.

Williams Mullen's Data and Privacy Dispatch will focus on the privacy and data protection issues that businesses of all sizes and types face with respect to this data. Topics will include attempts by Congress to pass broad federal privacy legislation, the Federal Trade Commission's efforts to protect consumer privacy, important state laws, significant court decisions that impact privacy and data protection and developments pertaining to such landmark legislation as the General Data Protection Regulation (GDPR) and the California Consumer Protection Act (CCPA).

Williams Mullen's Data and Privacy Dispatch will also include information on other legal risks that businesses face about their data assets. Examples include protecting against intellectual property rights that third parties may have in data or liability risks associated with using data in decision-making. In addition, it will explore how various government regulators are attempting to address concerns over Big Data that go beyond privacy.

Related People

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