



William R. Denny

Data Breach and Vendors: Strategies to Limit Your Risks of Data Breach and Protect Yourself from Vendor Vulnerabilities

Technical Track: Intermediate

Data breaches make the headlines daily, cost businesses millions of dollars and invite regulatory enforcement actions. Companies not only need to protect their own systems but must be mindful of the risks they run when putting sensitive data into the hands of vendors. The first part of this session will focus on how businesses should develop data security policies to reduce the risk of data breach and to respond effectively when one occurs. The second part will focus on best practices to handle vendors and assure that your vendors don't run afoul of your cybersecurity practices or put your confidential data at risk.

Biography

Mr. Denny practices primarily in the areas of cybersecurity, data privacy and information governance. He has represented both public and privately held companies in a wide range of technology and intellectual property-related transactions, including counseling clients on compliance with cybersecurity laws, development of data security policies, contracting with cloud service providers, outsourcing of IT services, mergers and acquisitions, technology licensing, software development, sales of internet domain names, and website terms of use and privacy policies. Clients include major licensees of information technology as well as internet service providers, software developers and system integration service providers.

Mr. Denny has litigated disputes over the interpretation and enforcement of many types of technology contracts, general commercial contracts and liability insurance policies; he has tried jury and non-jury cases in federal and state trial and appellate courts, before arbitration panels, and by use of other alternative dispute resolution techniques.

Mr. Denny has been selected by his peers as The Best Lawyers in America for 2015 and 2016 in the area of Information Technology, and he has the highest “AV” rating by Martindale-Hubbell Peer Review Ratings.

Mr. Denny writes extensively on technology and business issues, including:

- “Cybersecurity as an Unfair Practice: FTC Enforcement under Section 5 of the FTC Act” in *Business Law Today*, June 2016
- “Legal Considerations for Business Contracting in Cloud Computing Services” and “Essential IT Due Diligence in Corporate Transactions” in *Internet Law for the Business Lawyer (Second Edition)* (American Bar Association 2012)

Mr. Denny frequently speaks at seminars, programs and meetings on topics including technology, e-discovery and cybersecurity, among others:

- December 15 and 16, 2015: National Business Institute Seminar entitled “Legal Ethics of Email.” Mr. Denny was one of two principal speakers.
- October 3, 2015: Delaware State Bar Association Seminar, “Managing E-Discovery Effectively.” Mr. Denny focused on recent developments in e-discovery.
- September 29, 2015: Delaware Cyber Security Workshop, “Changing Legal Landscape in Cybersecurity: Implications for Business.” Mr. Denny focused on recent developments in cybersecurity laws and regulations at a full-day seminar sponsored by the State of Delaware.
- May 6, 2014: Delaware Cyber Security Workshop. “Changing Legal Landscape in Cybersecurity: Implications for Business.” This presentation focused on the latest developments and implications for businesses as they seek to protect their critical infrastructure and comply with laws and regulations for data protection.
- April 10, 2014: ABA Business Section Spring Meeting, Cloud Computing and IT Services Subcommittee. Mr. Denny presented on recent developments in cloud computing contracting practices.