

**Could Have, Would
Have, Should Have ...**

Constructing a Solid Privacy and Data Security Foundation





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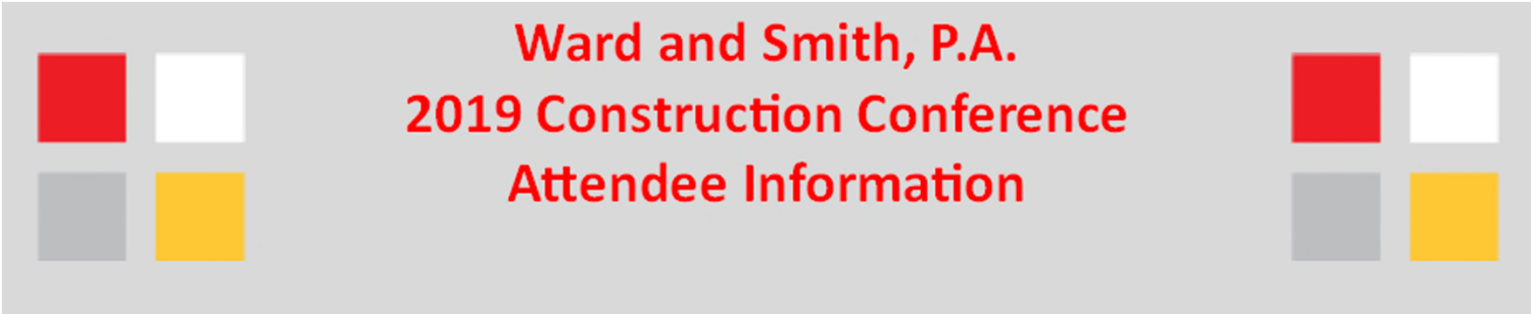
Angela Doughty
Ward and Smith



Caroline Outten
Ward and Smith



Do You Remember
Filling This Out?



Name: _____

Title: _____

Company: _____

Mobile Phone: _____

Email: _____

Please provide the information requested above.

A Ward and Smith staff member will collect this card from your table at the break.





Limited Information What's the Harm?

- Protect What You Collected
 - Protected personal information?
 - Sensitive Information?
 - Public Information?
- Savvy Hackers – Less is More
 - Vendor Accounts
 - Business Identities

If your company experienced a data breach, which security and data privacy laws would apply?

State laws of principal office location

State laws of place of incorporation or organization

State laws for all 50 states

Federal laws

Definitions and Legal Overview

- Personally Identifiable Information (PII)
- Privacy and Data Security Laws and Regulations



Is Your Company Legally Liable For The Security Breaches Resulting From:



System Hack

Yes

No

Employee clicks on phishing link and exposes company system to ransomware

Yes

No

A vendor experiences a breach involving your employee's PII - which of you is responsible?

You

Vendor

Both

Foundation Materials

- Construction companies, like all businesses, collect and share personal information for a variety of reasons and from a variety of sources:
 - Employees
 - Subcontractors
 - Vendors
 - Customers
 - Cloud and SaaS Providers



Foundation Vulnerability: Vendors

- **Payroll Publication:** Entrusting vendors to collect, process, and store data
- **Hostage Situation:** Data being held hostage over payment or other dispute
- **Unexpected Expense:** Ownership and transfer of data at end of relationship



Foundation Vulnerability: Employees

- **The Phishing link:** The innocent email or website link click that gives ransomware direct system access.
- **The "Misplaced" Device:** Flex schedules and multiple job sites keeps everyone moving.
- **The Stolen Laptop:** Hard truth about privacy even when you are the victim.



Foundation Vulnerability: Cyber Threats

- **Pay Me. No, Pay Me:** The public nature of construction jobs and ease of establishing websites and emails.
- **Speed of Light Technology:** The cost savings from keeping out of date software and hardware are minimal in comparison to the cost of business disruptions and financial impact of breach





Stabilizing Foundation Vulnerabilities

- Vendor Agreements
- Employee Training and Awareness
- Encryption
- Maintaining Technology
- Minimize financial impact with Insurance

On average, how much do you think a data breach costs an uninsured business?

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Insurance Overview and Options

- Cyber liability policy key clauses and phrases
- Breach qualifications
- Accidents happen
- Insured has the duty to report a breach, even if it's through a third party vendor



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