



Privacy in Business and the Workplace:

Knowing the New Rules Will Keep You Out of Legal Trouble

Presented by:



Featuring: Lori Krafte, Esq., a member of Greenebaum Doll & McDonald's Privacy Team and a member of the International Association of Privacy Professionals. Lori's practice focuses on the areas of advertising, trademark, and copyright law, including U.S. and foreign prosecution, licensing, due diligence and enforcement. Her experience also includes privacy, defamation and Internet law issues.

Louisville, October 17

9 am - 10:30 am

Greenebaum Doll & McDonald

3500 National City Tower

101 S. Fifth Street

Lexington, October 18

9 am - 10:30 am

Central Bank

7th Floor Training Room

300 West Vine Street

Stolen identities. Credit card fraud. Litigious consumers. These are just a few reasons to keep confidential company and consumer data protected from those with bad intentions. From the IT department to top management, this FREE seminar will discuss how to protect your company and employees from leaking confidential information.

Handling a data breach: You are responsible for the personal information you collect from consumers. Do you know what to do if it's compromised?

Securing & disposing of customers' personal information: No matter what type of organization your company or charity is, you have a legal obligation to secure and dispose of personal information in the proper manner. Are your practices in compliance?

Children & privacy on the Internet: Laws limit any information collected online from children under the age of 13. Do these special rules apply to you?

Data privacy & offshoring: You are still responsible for data security even when outsourcing to another country.

Privacy policies: Know when you need one and what should be in it.

CAN-SPAM and restrictions on sharing your mailing list:

Make sure your email campaigns comply with federal and state laws.

To register online, go to www.KAManufacturers.com. For information, call (502) 491-4737 or (502) 587-3660.