

IP Strategy + Consulting Big Data + Privacy

The information revolution has evolved into the data revolution. New market opportunities are emerging daily as smart companies determine new ways to collect, analyze and act upon ever-increasing volumes of data. Social expectations, legislation and regulatory schemes are shifting nearly as quickly as the technology advances.

The winners in this data revolution will be the companies that best navigate this nuanced and rapidly changing environment. Working from that perspective, our firm consults on legal compliance and best practices to manage both liability risk and public relations risk.

Our Services

- + **Confidentiality agreements**
- + **Business associate agreements**
- + **Regulatory compliance:** complex, evolving regulatory regimes, from PCI and platform compliance (e.g. Facebook, Apple, Android) to domestic and global privacy and data compliance; HIPAA and HITECH compliance
- + **Best practices:** on all legislative and regulatory trends
- + **Website/app privacy policies**
- + **Subscription/service agreements/SLAs:** subscription and service agreements for SaaS to ensure ownership and rights to use of data are appropriately documented
- + **Partner ecosystems development:** negotiation of joint development; co-marketing agreements with third-party platforms; technology vendors

Our Clients

Primarily, we serve the software developers, IT and technology firms, and businesses of all sizes in managing sensitive data. We represent industry leaders, including: one of the nation's top-rated digital agencies, Resource; a global provider of clinical, commercial and consulting services to the health care industry, inVentiv Health; and *Inc.* magazine's 4th-fastest growing environmental services company, e-Cycle.

Contact Us

For more information on our big data and privacy services, please contact Steve Barsotti or David M. Wilson.

Our Team

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