Does Your Organization Collect and Keep Sensitive Information?

A FREE "Best Practices" Workshop for You

Most companies keep sensitive personal information in their files — names, Social Security numbers, credit card numbers, or other account data — that identifies customers or employees. However, if sensitive data falls into the wrong hands, it can lead to fraud or identity theft. Given the cost of a security breach — losing your customers' trust and perhaps even defending yourself against a lawsuit — safeguarding personal information is just plain good business.

WHAT: Protecting Personal Information:
Best Practices for Business

WHEN: November 13, 2008
9:30 a.m. — 1:00 p.m.
(On-site registration starts at 9:00 a.m.)*

WHERE: Southern Methodist University Dedman School of Law
Karcher Auditorium, Storey Hall
3315 Daniel Avenue
Dallas, TX 75205

CO-HOSTS: Southern Methodist University Dedman School of Law
Federal Trade Commission

This workshop, presented in partnership with the International Association of Privacy Professionals, will feature business people, attorneys, government officials, privacy officers, and other experts who will provide practical guidance for businesses of all sizes on data security, privacy, developing an appropriate data security program, and responding to data breaches and other privacy and security problems. There's no cost to attend.

*To pre-register, visit: www.ftc.gov/infosecurity.

CAN'T ATTEND?

Visit **www.ftc.gov/infosecurity** & try our new interactive tutorial, with concrete ways you can safeguard your customer & employee information.