

# Data Breach: Understanding the Risk and Managing a Crisis

## Seminar Overview

In the last decade, the business world has been transformed by the availability of an overwhelming amount of information. The collection of personal information and dependence on systems creates an obligation of companies to protect the personal information of their customers, employees, and partners.

When a data breach occurs, the reputation and financial stability of your organization is at stake. As a key decision maker, you will need to respond to the media and regulatory agencies, and provide a comprehensive solution to victims – whether they are customers, patients or employees – in order to protect your organization from frivolous litigation, government investigations, regulatory fines and damaged reputation.

Join Marsh, sister company Kroll and Taft Stettinius & Hollister LLP for an interactive session that will review privacy and cyber risk exposures and outline strategies for prevention, response, and recovery.

## What To Expect

This seminar is designed to improve your understanding of the strategies your company should consider to avoid a data security breach and prepare for the possibility of one occurring including:

- Protecting your brand and reputation;
- Risk exposure and insurance coverage;
- Legal perspective;
- Responding to a data breach; and
- Positioning your organization in the eyes of regulators, media, shareholders, and victims.

## Who Should Attend

- Financial Executives including Chief Financial Officers, Treasurers and Controllers
- Risk Managers
- General Counsel
- Chief Information Officers
- Chief Operating Officers
- Compliance Officers

*If you feel someone else in your organization should attend, please share the invitation and registration information.*

**CLE credit is pending. CPE credits will be offered for Nevada, Nebraska, Missouri, Indiana, and Illinois.**

This program is appropriate for both newly admitted and experienced attorneys.



## Indianapolis, IN

**September 10, 2009**

Obsidian Conference & Catering Center  
111 Monument Circle, Suite 4800  
Indianapolis, IN 46204

## Seminar Agenda

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|------------|----------------------------------------------------------------------------------------------------------------------------------------|
| 8:00 a.m.  | Registration and Breakfast                                                                                                             |
| 8:30 a.m.  | Welcome - Tom Breiner, Indianapolis Office Head, Marsh                                                                                 |
| 8:45 a.m.  | Legal Landscape of Privacy and Security<br><i>Speaker:</i> Jonathan Polak, Partner, Taft Stettinius & Hollister LLP                    |
| 9:30 a.m.  | Data Breach and Building a Response Plan<br><i>Speaker:</i> Jim Leonard, Kroll                                                         |
| 10:00 a.m. | Break                                                                                                                                  |
| 10:15 a.m. | Get Prepared: An Overview of Privacy and Cyber Risk Exposures and Coverage<br><i>Speaker:</i> Bob Parisi, Senior Vice President, Marsh |
| 11:00 a.m. | Question and Answer Session                                                                                                            |

## Registration

For registration and more details on the agenda, speakers, and location visit:

[www.seeuthere.com/marsh/databreachindy](http://www.seeuthere.com/marsh/databreachindy)

For additional information or to register by phone, please contact your local Marsh representative or the event coordinator, Tami Hayden at (317) 261-9317 or [tami.s.hayden@marsh.com](mailto:tami.s.hayden@marsh.com).

**This seminar is provided to all clients and invited guests of Marsh, free of charge.**