



Data Privacy: A Practical Guide

Gwen Kennedy, Leighton Peter Prabhu

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Data Privacy: A Practical Guide answers questions like

?Which are the key data privacy law standard-setting bodies in the US and internationally?

?Does cross-border selling expose you to data privacy compliance risks in foreign countries?

?Can you effectively offload your legal responsibilities to protect customer data to outsourced third-party service providers like web hosts and payment processors?

?How do online marketing strategies like re-targeting affect your exposure to data privacy laws?

?What are your legal obligations after discovering a data privacy breach?

?What legal risks are involved in Web-based file sharing services like Dropbox?

?At what stage must you appoint a Data Protection Officer?

?How to document your company's compliance with its data privacy policy?

?... and many more

CONCRETE EXAMPLES are introduced throughout the text and are annotated to illustrate the implications of applicable laws on data privacy policies.

ESSENTIAL SUMMARIES ensure that key applicable data privacy laws of the US, Canada, EU, Australia and key emerging markets, are taken into account when designing your company's data protection policies.

We also provide specific recommended courses of action to follow to mitigate liability following a data privacy breach.

We cover both CONSUMER and COMPANY data privacy and protection rules.

If you are creating, managing or complying with data privacy policy in an organization, this book was written for you.

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