FINANCIAL POISE

DailyDAC, LLC d/b/a Financial Poise™
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As of 2/23/21

CYBERSECURITY & DATA PRIVACY 2021

ABOUT THIS SERIES

Cybersecurity and data privacy are critical topics of concern for every business in today's environment. Data breaches are a threat to every business and can cause both direct losses from business interruption and loss of data to indirect losses from unwanted publicity and damage to your business's reputation. Compliance with a patchwork of potentially applicable state and federal laws and regulations may cost your business in terms of money and time.

This series discusses the various laws and regulations that affect businesses in the United States and in Europe, as well as the best practices to use in creating an information security program and preparing for and responding to data breaches.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1
Introduction to US Privacy and Data Security: Regulations and Requirements
August 4, 2021 at 2:00 PM CST

The United States has no federal data security or privacy law covering all businesses or all U.S. citizens. Instead, federal agencies and individual states have created their own patchwork of laws and regulations which must be evaluated for their application to a business.

This webinar will help you navigate the overlapping and sometimes confusing system of laws and regulations which may impact your business, ranging from emerging state-level privacy legislation to the numerous data breach notification statutes to cybersecurity regulations with extraterritorial effect.

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About Episode #2
Introduction to EU General Data Protection Regulation: Planning, Implementation, and Compliance
September 1, 2021 at 2:00 PM CST

The GDPR changed the way the world collects, stores, and sends personal data.The GDPR is a broad EU regulation that requires businesses to protect the personal data of EU citizens, whether the business itself is in the EU or elsewhere. Since its implementation in 2018, companies that collect data on EU citizens must comply with strict rules for the protection of personal data or face heavy fines for non-compliance. This webinar will provide an overview of GDPR's applicability and requirements, as well as how your organization may meet those standards.

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About Episode #3
How to Build and Implement your Company's Information Security Program
October 6, 2021 at 2:00 PM CST

Data is one of your business's most valuable assets and requires protection like any other asset. How can you protect your data from unauthorized access or inadvertent disclosure?

An information security program is designed to protect the confidentiality, integrity, and availability of your company's data and information technology assets. Federal, state, or international law may also require your business to have an information security program in place.

This webinar will provide the basics of how to create and implement an information security program, beginning with identifying your incident response team, putting applicable insurance policies into place, and closing any gaps in the security of your data.

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About Episode #4
Data Breach Response: Before and After the Breach
November 3, 2021 at 2:00 PM CST

You've received the dreaded call that your company has just suffered a data breach – what do you do next? Who do you call for help? What notification obligations do you have?

With proper preparation, you can mitigate the damage caused by this unfortunate event and put your business in a position to recover. Your company may have already implemented its information security program and identified the responsible parties, including applicable outside experts, to be contacted in the event of a breach. However, now you must call up your incident response team to investigate the extent of the breach, evaluate the possible damage to your company, and determine whether you must notify your clients, customers, or the public of the breach. This webinar will help prepare you to take action when the worst happens.

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