

# HARTFORD BUSINESS JOURNAL



# Technology s u m m i t 2009

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# Technology Pitfalls that Could Sink your Business .....



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# DATA LOSS



# DATA LOSS PROBLEMS FOR BUSINESS storage of 3<sup>rd</sup> party personal information

- Violations of Privacy Laws
- Fines & Damages (treble & attorney's fees)
- Public Relations
- Notification Costs
- Investigation Costs
- Down Time
- Legal Fees

# DATA LOSS SOLUTIONS

- 5 STEP PROGRAM BY FTC IS A START
- TAKE STOCK
- SCALE DOWN
- LOCK IT
- PITCH IT
- PLAN AHEAD

# WEBSITE COMPLIANCE

I'm afraid pretty much every esoteric hi-tech company name is taken—so we're left with "Mugwump," "Grungydink," or "Buh."



# WEBSITE PROBLEMS

- Copyright, Trademark, Defamation, Advertising, and Domain name disputes
- Fines, Injunctions
- Cease and Desist
- Public Relations
- Down Time
- Legal fees and damages

# WEBSITE SOLUTIONS

- Audit and inventory your content
- Obtain “clearance” for content
- Research marks, symbols, names
- Copyright protections for content, site, code
- Trademark protections names, logos, symbols, look and feel

# SOFTWARE COMPLIANCE



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# SOFTWARE PROBLEMS

- Licensing documentation
- Piracy Audits
- Civil and Criminal Penalties
- Viruses, Updates, Tech support
- Public Relations
- Up to \$150,000 for copyright infringement
- Friendly IT Guy can be Dangerous

# SOFTWARE SOLUTIONS

- Software Asset Management Plan
- Policies and Procedures Internally
- Self Audits

# EMPLOYMENT LAW PROBLEMS

- Social Networking
- Monitoring of Email, Text messages
- PDA, Laptop use
- Internet use
- Security issues

# EMPLOYMENT SOLUTIONS

- Policies
- Policies
- Policies

# TECHNOLOGY ERRORS



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# TECHNOLOGY SOLUTIONS

- Best Practices
- Contract Drafting on Scope of Work
- Limitation of remedies/damages
- Insurance



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