



Jon Neiditz

PARTNER

Suite 2800, 1100 Peachtree Street NE
Atlanta, GA, 30309-4528
USA
t +1 404.815.6004
f +1 770.234.6341

JNeiditz@kilpatricktownsend.com

Services

Global Sourcing and Technology; Cybersecurity, Privacy & Data Governance; Trade Secrets; Government & Regulatory

Industries

Technology; Health & Life Sciences; Media & Entertainment; Financial Services; Energy; Retail & Consumer Goods; Consumer Goods; Apparel, Accessories & Luxury Goods; Automotive; Food, Restaurant & Beverage

Jon Neiditz co-leads the Cybersecurity, Privacy and Data Governance Practice at knowledge asset protection law firm Kilpatrick Townsend & Stockton LLP, and is listed as one of the *Best Lawyers in America*[®] in both Information Management Law and Privacy and Data Security Law, a 2016 "Cybersecurity Trailblazer" by the *National Law Journal*, and (more questionably) as the 82nd most influential person in the world in data security. One of the first lawyers to focus broadly on data governance and knowledge asset protection, Jon helps clients anticipate and obviate information risks, appropriately monetize information, comply with information laws, and contain, prevent harm from, and obtain coverage for incidents.

Twitter: @jonneiditz

LinkedIn: www.linkedin.com/in/informationmanagementlaw

Examples of Jon's work include:

- Regular management of responses to data security breaches -- including the second largest governmental data breach on record -- that turn these incidents not into crises but into trust-building customer service encounters:
 - Through handling multiple breaches every week since 2005, he has developed an approach that has helped his clients avoid customer losses, brand damage and lawsuits, and even improve customer trust following breaches
 - This approach is proving critical as the worldwide rapid increase in the frequency and sophistication of both attacks and their detection is making data breaches and security fundamental components of customer relationship management
- Global privacy and cybersecurity counsel to private and public sector organizations
- Guidance in the development of solid cybersecurity and privacy programs
- Assistance in the difficult balancing of risks and opportunities fundamental to privacy and cybersecurity decision making
- Assistance in formulating "big data" plans, including:
 - Contracts that value and protect newly-defined data assets in new ways, and
 - Records, information management and electronic communications programs that combine defensible disposal of many types of data with "lakes" of big data
- Assistance in the redefinition and revaluation of privacy now taking place in virtually all regions and sectors
- Assistance in innovation in the Internet of Things, mobile payments, mobile health, electronic documents and records, and many other areas of sustaining and disruptive innovation

Daily Electronic Papers

The #InformationStrategyNews

#Privacy #DataBreach #Infosec News - Paper

The Borg #mHealth #eHealth News Resistance is futile... — Paper

The #LegalEthics & #Innovation News - Paper

Experience Highlights

Data breach for State of South Carolina *

Jon was asked by the State of South Carolina to mitigate the damage caused by its breach of the tax records of 6.4 million individuals and businesses, dating back to 1998, the largest governmental data breach on record. As he usually does, Jon oversaw forensics and security remediation, arranged for services for breach victims, provided communications guidance, notices and advice for better security going forward, and dealt with all issues raised by attorneys general and other regulators around the country. No harm has occurred as a result of this massive breach.

Knowledge Asset Protection Programs

For many financial services information companies, consumer products manufacturers, retailers, health care companies, and business services organizations adopting "big data" strategies or otherwise looking for new ways to protect knowledge assets, developed and helped to implement comprehensive overhauls of a wide range of policies governing corporate, customer and third party information, including privacy, e-communications, trade secrets, surveillance, retention, security, and defensible disposal programs. Kilpatrick Townsend has also led many privacy and information security compliance and auditing programs under such new programs.

Global advisory counsel on big data, the Internet of Things and international privacy laws

Regular service as global advisory counsel on data storage, processing and transfer issues involving complex connected car and big data initiatives around the world for a large telecommunications, hosting and platform company. Representation including issues under Chinese, Russian, South Korean, Malaysian, Japanese, Thai and Hong Kong laws, as well as under many European and Latin American data protection laws and the laws of Australia, New Zealand and Canada.

Privacy & Security for Biotechnology, Health Apps & Health Portals

Helped numerous medical device manufacturers, mobile health care apps and many types of shared health information portals address health care privacy and information security issues.

Privacy and security protection related to human resources software

Negotiated privacy and security protections on behalf of a global insurance conglomerate, a global logistics company and a global manufacturer in connection with cloud-based CRM and HR solutions for global workforce and customer bases, including review and incorporation of safeguards and bases for data processing and transfer in Asia, Europe and Latin America.

Privacy counsel related to family leave program of global company

Provided global privacy, data security and data residency guidance and processing and transfer mechanisms for the family leave program of the world's largest technology company.

Cybersecurity Strategy & Contracts

Assisted high-profile advocacy organizations, business services organizations and law firms to make their infrastructure more secure, including advising on migration of data into cloud computing environments.

Global outside privacy counsel

General service as global outside privacy counsel to leading manufacturers, financial services organizations, retailers and benefits administrators.

*Experience gained by attorney prior to joining Kilpatrick Townsend

Publications, Articles and Speaking Engagements

Beyond Breach: Current Departures in Cybersecurity Incidents and Response
2017 Privacy and Technology Law Institute, October 20, 2017

Communicating and Remediating the Incident: How Best to Share and Protect Information
Privacy + Security Forum, October 05, 2017

Protecting Knowledge Assets: Case and Method for New CISO Portfolio
RSA Conference 2017, February 16, 2017

Protecting Knowledge Assets — Case and Method for a New Portfolio
State Bar of Georgia CLE, January 26, 2017

Top 10 Health Law Issues 2017: The Rise of Ransomware
January 02, 2017

"Top 10 Health Law Issues 2017: The Rise of Ransomware," AHLA Connections, January 2017: Volume 21, Issue 1

Cyber Security: Recent trends in techniques to attack corporate or personal information
New York City and Live Webcast, November 18, 2016

The CPO's Expanding International Portfolio
Privacy + Security Forum, October 25, 2016

Protecting Knowledge Assets
International Association of Privacy Professionals Privacy.Security.Risk 2016, September 15, 2016

Ransomware
American Health Lawyers Association In-House Counsel Program and Annual Meeting, June 28, 2016

How to Stop Ransomware from Pwning Healthcare!
SecureWorld Atlanta, June 01, 2016

Providing Better Incentives for the Protection of Consumers
Data Protection Law & Policy, December 22, 2015
"Providing Better Incentives for the Protection of Consumers," Data Protection Law & Policy, December 2015, Volume 12 Issue 12

Vendor Security in an Age of Data Breach and Government Surveillance
Privacy+Security Forum, October 21, 2015

Fireside Chat — Making Friends With Your Wearable
TRUSTe IoT Privacy Summit 2015, June 17, 2015

Identifying Potential Liability for Connected Devices and Forecasting the Future of Tort Law
Legal and Business Forum on the Internet of Things, April 23, 2015

Legal and Business Forum on the Internet of Things
American Conference Institute, April 23, 2015

Connected Cars: A Platform For Information
SRR New York Auto Show Symposium, April 01, 2015

Data Privacy in Our Connected Society
TAG Business Intelligence/Analytics Society, March 23, 2015

Big Data
Reinsurance Association of America, March 17, 2015

Open the Reasonableness Box
International Association of Privacy Professionals (IAPP) Global Privacy Summit 2015, March 04, 2015

26th Annual All Hands Meeting
Santa Clara Convention Center, November 07, 2014

Cybersecurity and Incident Response — Practical Issues and Lessons Learned
Northern Virginia Technology Council Tech Law and Procurement Committee, October 31, 2014

Restaurant Innovation Summit
Hyatt Regency Atlanta, Georgia, October 28, 2014

Colliding Technologies Produce New US Healthcare Networks
eHealth Law & Policy, October 01, 2014

Privacy For Franchisors — Tough Rules Without Standards
Law360, June 17, 2014

Franchise Law in the Current Economic and Regulatory Environment

Wake Forest Journal of Business and Intellectual Property Law Symposium, February 28, 2014

A Recipe for New Info Governance and Data Asset Protection

Law360, January 07, 2014

Five Myths About Data Breach and How to Shatter Them

eHealth Law & Policy, December 16, 2013

Corporate Espionage Webinar Series - Part 2

Webinar, November 13, 2013

Sourcing Big Data

Outsourcing 2013: Sourcing Critical Services Seminar, October 28, 2013

Cloud Computing and Due Diligence

2013 ITechLaw European Conference, October 02, 2013

Sourcing Big Data

Outsourcing 2013: Sourcing Critical Services, September 01, 2013

Big Data in the Cloud

Practicing Law Institute, May 31, 2013

Consumer-Driven Regulation for Cyber Risks and Data Breaches

Institute for Healthcare Consumerism, May 01, 2013

Toward Antifragile Organizations, People, and Regulation in Information Security and Data Breach

Recent Trends in Privacy and Data Security: Leading Lawyers on Analyzing Information Storage Regulations and Developing Effective Data Protection Policies (Inside the Minds), May 01, 2013

Big Data in the Cloud

Cloud Computing 2013: Cut Through the Fluff & Tackle the Critical Stuff, May 01, 2013

Technology creates headaches, opportunities

Atlanta Business Chronicle, January 18, 2013

11 Data Security Tips for Healthcare Organizations in 2013

The Sacramento Bee, January 08, 2013

Big Data: The Newest Tool in Telling a Winning Story

LegalTech, January 01, 2013

South Carolina data breach serves as wake-up call to public entities

Business Insurance, November 04, 2012

Key Data Breach Mistakes and How You Can Overcome Them

IAPP Privacy Academy 2012, October 10, 2012

FTC's \$23M Google Fine Warns Cos. To Keep Privacy Promises

Law360, August 09, 2012

13 tips for fighting mobile device threats

Healthcare IT News, June 19, 2012

Social Media, Mobile Devices, Medical Devices and Implants, Online Health Websites, and Clouds

2nd International Summit on the Future of Health Privacy, June 01, 2012

Consumerization, Big Data, Social Business and Beyond

World Technology Law Conference & Annual Meeting, May 01, 2012

FTC To Ramp Up Privacy Protections In Big Data Arena
Law360, March 02, 2012

How and When Employers Should Communicate About Data Breaches
SmartHR, October 20, 2011

Plan ahead to tackle data breaches
Business Insurance, September 18, 2011

Enforcement of Data Breach Notification Laws and Other Laws Safeguarding Personal Information: Legal Perspectives From Both Sides of the Counsel Table
American Bar Association Annual Meeting, August 01, 2011

Game Changers: Big Data, Consumerization and the Cloud
Association of Corporate Counsel, July 01, 2011

Legal Information Risk Management
Association of Corporate Counsel, South Carolina Chapter, May 01, 2011

Big Data and Tolkien's Seeing Stone
Forbes Law & Technology Blog, April 29, 2011

Information Governance and Big Data Leaks in Today's Read-Write Culture 2011
ALI-ABA Webinar, April 01, 2011

Cyber Risk in a Big Data, Read/Write World
Podcast, April 01, 2011

Information Security and Privacy: A Practical Guide for Global Executives, Lawyers and Technologists
American Bar Association, February 01, 2011

Using Data to Improve Education: A Legal Reference Guide to Protecting Student Privacy and Data Security
Data Quality Campaign, February 01, 2011

Cloud & Web Computing: How Courts Are Responding to New Technologies in Litigation
American Law Institute/American Bar Association Webcast, December 01, 2010

Cloud Computing Risks and Contractual Strategies
American Bar Association Annual Conference, August 01, 2010

State [Educational] Data Systems and Privacy and Security Laws
National Governors Association Policy Academy and National Center for Education Statistics, July 01, 2010

Information Security Regulatory and Litigation Trends and Emerging Issues
ACI Privacy/Security Litigation Conference and HB Cyber Risk Conference, June 01, 2010

HIPAA Breach Notification
HIPAA Summit XVIII, February 01, 2010

Managing the Legal and Risk Issues of Cloud Computing
iTechLaw Webinar, February 01, 2010

HIPAA, the HITECH Act and Privacy Compliance" and "Privacy/Security 101," ACI 10th Annual Legal and Compliance Forum on Privacy & Security of Consumer and Employee Information
ACI 10th Annual Legal and Compliance Forum on Privacy & Security of Consumer and Employee Information, January 01, 2010

Caught in the Middle Between Federal and State Breach Notification Requirements
American Health Lawyers Association HIT News, December 01, 2009

Evolving Cyber-Exposures for Data Managers
ISOTECH, November 01, 2009

Regulatory Changes and Challenges: A Global Perspective
National Business Group on Health Annual Conference, October 01, 2009

The Case for Electronic Conversation
ARMA International Annual Conference and Legal Information Technology Conference, October 01, 2009

Influencing Electronic Communications to Reduce Cost and Risk
21st Annual General Counsel Conference, June 01, 2009

The Case for Recordless Messaging
Forrester's IT Forum 2009, May 01, 2009

Managing a Data Breach—A Five-Step Survival Plan
RIMS 2009, April 01, 2009

Constructing Legal Strategy for the New Economy: Alternative Servicing and Billing for New Value Propositions
Fulton County Daily Report, April 01, 2009

The Business Impact of the Current Legal Environment
21st Annual Card Forum & Expo, April 01, 2009

Legal, data, and technology changes in 2008: Data management may have been the only growth industry
ISOTECH, November 01, 2008

Effectively Managing eDiscovery in a Globalized Marketplace
Fulton County Daily Report, October 01, 2008

State Public Notification Requirements: Making Sense of Conflicting Priorities in the Event of a Breach — While Minimizing Costs and Risks
American Conference Institute's 2nd Annual Advance Forum on Cyber Risk Insurance, September 01, 2008

Rethinking Your Employee Monitoring Policies After the 9th Circuit's Quon Decision
Bloomberg Law Reports: Privacy and Information, Vol. 1, No. 5, September 01, 2008

Preservation, Management and Identification of Sources of Information that are Not Reasonably Accessible
The Sedona Conference, July 01, 2008

Protecting Children: Texas is First State to Enforce COPPA
The SciTech Lawyer, American Bar Association, Volume 5, Number 1, June 01, 2008

E-Discovery Challenges and Message Archiving Solutions
Microsoft Online Services, June 01, 2008

Managing Compliance Mandates through Paperless Technologies for Broker-Dealers and Financial Advisors
Financial Services Institute, June 01, 2008

Workers' compensation: Understand rules for disclosures
Health Information Compliance Insider, June 01, 2008

Document Retention and Destruction: Practical Strategies for Developing a Compliant Data Management Program
American Conference Institute, June 01, 2008

Professionalism in E-Discovery
Institute of Continuing Legal Education, January 01, 2008

A Privacy Law Primer: What Every Attorney, Compliance and Security Officer Should Know
Lorman Education Services National Teleconference, November 01, 2007

Regulations and Standards Affecting Cyber Risk Coverage and Claims: What's on the Horizon?" & "Third Party Vendors and Suppliers: Limiting Liability for Third Party Acts or Omissions
American Conference Institute's Advanced Forum on Cyber Risk Insurance, September 01, 2007

United States: From E-Discovery to E-Admissibility?
Mondaq Litigation and Arbitration, June 08, 2007

Meeting the Challenges of Electronic Documents
Bloomberg Corporate Law Journal, October 01, 2006

Jon A. Neiditz examines the privacy conundrum presented by the collision between worklife, private life, and the Internet
Practicing Law Institute All-Star Briefing, June 16, 2006

Professional & Community Activities

Board of Advisors, Privacy + Security Forum

Co-Chair, ITechLaw Data Protection Committee

Privacy & Consumer Protection Editorial Advisory Board, *Law360 Privacy*

Editorial Board, *eHealth Law & Policy*

Education

Yale Law School, J.D.

Dartmouth College, B.A.

Bar Admissions

Georgia (1998)

Connecticut (1986)