

TRAILBLAZERS

CYBERSECURITY & DATA PRIVACY

JON NEIDITZ

KILPATRICK TOWNSEND & STOCKTON LLP



PIONEER SPIRIT Jon Neiditz helped to develop the foundations of breach response as one of the first “breach coaches” and developed trust-building approaches to incident response, built integrated data governance practices from the ground up at consulting and law firms, was one of the first lawyers to focus on appropriate monetization of “big data” and is now pioneering “knowledge asset protection.”

TRAILS BLAZED Neiditz has been working on the front lines of data protection and monetization since 2000. Recently, Kilpatrick Townsend completed a study with the Ponemon Institute of 600 workers in large companies titled “The Cybersecurity Risk to Knowledge Assets.” “We found an enormous gap between companies’ protection of items they must protect by law and their protection of their most important information assets. At a time when attacks have become carefully targeted, companies are not focused on protecting their most important information. The technicians see it clearly, but senior management and boards have been in the dark until our survey illuminates it.” Using information governance, incident response and legal tools, Neiditz’s team is helping clients define and protect their important information in the face of rapidly changing threats and constraints.

FUTURE EXPLORATIONS There will continue to be more attacks that involve control, like the current ransomware and DDoS. “These involve not only breaches, but the control of systems, the destruction of data, the denial of availability or integrity. The notion of data breaches in the commercial legal world was created by the notice-triggering breaches, but now we have knowledge asset breaches and attacks involving control. These can now be faster to set up and quicker to monetize for the bad guys.”