

## New Economy New Rules: Who's Watching You?: Securing Data From Spies And Thieves

### DATE

March 7, 2014

**Description:** Is your company prepared for the risks and challenges of the post NSA spying and Target Corporation data breach world? Consumers are scared, and corporate circles are more aware than ever before of the dangers to their businesses and brands. How we handle customer and partner data is now just as nuanced as customer service, and we may or may not always know exactly who's watching.

For example, social engineering -- tricking people into handing over tech access rather than hacking -- has evolved from the now infamous Nigerian prince ruse into sophisticated multi-part, multi-channel battlefronts. How do tech and tech-enabled companies strike a profitable balance between capitalizing upon cloud advantages and other powerful technologies, and defending themselves from increasingly creative and ruthless attacks?

Join us for an important discussion about how high-profile spying and data breach incidents have led to greater demand for security solutions and espionage protections, and the impact media scrutiny and risk awareness is having on the tech industry.

**When:** Friday, March 7, 2014 | 8 a.m. ET (registration/breakfast) | 8:30 a.m. - 9:30 a.m. ET (presentation)

**Where:** Barnes & Thornburg LLP | 11 S. Meridian St. | Indianapolis, IN 46204

### Speakers:

- Rich Banta, *CDCE, CISA, CRISC* Co-Founder, Lifeline Data Centers
- Michael Krouse, *CISA, CRISC, CGEIT, CRMA, PMP*, Information Security Officer, STAR Financial
- Brian O'Hara, *ICISA, CISM, CISSP, CRISC*, Chief Information Security Officer, The Mako Group

Other Barnes & Thornburg offices in Elkhart, South Bend and Fort Wayne; sometimes available in B&T offices in Chicago, Grand Rapids, Washington DC, Atlanta (GA), Minneapolis, and Columbus (OH).

Also cooperating facilities in Evansville, Kokomo, Merrillville, and Scottsburg.

**Registration:** [btsvp@btlaw.com](mailto:btsvp@btlaw.com). If you register and become unable to attend, please email [jodie.daugherty@btlaw.com](mailto:jodie.daugherty@btlaw.com).

### RELATED OFFICES



#### Indianapolis

P 317-236-1313  
F 317-231-7433  
[cari.bryson@btlaw.com](mailto:cari.bryson@btlaw.com)



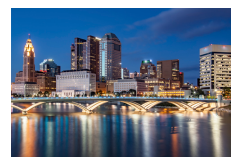
#### Atlanta

P 404-846-1693  
F 404-264-4033  
[Terry.Walker@btlaw.com](mailto:Terry.Walker@btlaw.com)



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P 312-357-1313  
F 312-759-5646  
[doug.conomy@btlaw.com](mailto:doug.conomy@btlaw.com)



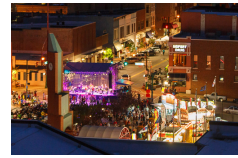
#### Columbus

P 614-628-0096  
F 614-628-1433



#### Delaware

P 302-300-3434  
F 302-300-3456  
[pamela.groff@btlaw.com](mailto:pamela.groff@btlaw.com)



## Elkhart

P 574-293-0681

F 574-296-2535

[sarah.kuhny@btlaw.com](mailto:sarah.kuhny@btlaw.com)

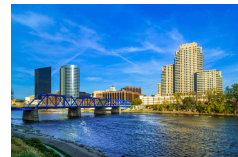


## Fort Wayne

P 260-423-9440

F 260-424-8316

[savannah.robinson@btlaw.com](mailto:savannah.robinson@btlaw.com)



## Grand Rapids

P 616-742-3930

F 616-742-3999

[ted.boersma@btlaw.com](mailto:ted.boersma@btlaw.com)



## Los Angeles

P 310-284-3880

F 310-284-3894

[melanie.mawema@btlaw.com](mailto:melanie.mawema@btlaw.com)



## Minneapolis

P 612-333-2111

F 612-333-6798

[sarah.evenson@btlaw.com](mailto:sarah.evenson@btlaw.com)



## South Bend

P 574-233-1171

F 574-237-1125  
sarah.kuhny@btlaw.com