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STU LAW GROUP'S FEBRUARY 2017 CLIENT ALERT

In keeping with Smithers Thornton & Ume-Nwagbo, LLC's ("STU" or "STU Law Group") principal maxim of, and unwavering commitment to, offering a 360° legal approach to representing and advising its clientele, chiefly in the role of outside General Counsel to diversified small-to-medium sized enterprises, this month we present a worthwhile "client alert" on cybersecurity, which is ubiquitously relevant in today's constantly evolving, technology-dependent, and risk-afflicted commercial marketplace.

Although the precepts of privacy and data security have been around for decades, it is now nearly universally accepted that service and product line companies (brick-and-mortar, online, etc.), healthcare organizations, governmental entities, private citizens, law firms, and otherwise must undertake increasingly aggressive security efforts to combat the scourge of intentionally predatory and determined attackers who seek to steal and misappropriate valuable confidential, sensitive, and private information – effectively destroying the sound, viable, and peaceful existence of uninformed, unassuming, vulnerable, and negligent entities all the same. Unfortunately, however, the primacy and significance of cybersecurity and associated prophylactic measures continue to be minimized by countless private citizens and companies alike. Such phenomenon of carelessness tremendously undermines steadfast political and law enforcement tactics and interventions to reduce and prevent large scale data breaches and privacy violations, and to minimize and deter pernicious malware intrusions and horrific identity theft cases for millions of regular computer, tablet, and smartphone users who are unwitting cyber targets because of American corporations' persistent "Go Green" campaigns and obsession with more economical and efficient – *and ostensibly safe* – electronic (paperless) transactions.

Because data security and privacy mandates, industry standards, and best practices should never be lost on any profitable or solvent companies, particularly thousands of emergent small businesses, we have compiled below three (3) must-read articles for your convenience and serious consideration. In this vein, STU Law Group hopes that you will also consider consulting with our firm in the future for competent legal advice by well-experienced counselors-at-law who routinely provide high-quality, cost-effective services in the realms of corporate technology (inbound and outbound licensing), business insurance review and consultation, and intellectual property prosecution and protection, among other customary fields of law. Our brilliant lawyers are available to assist you holistically, so you can actualize your organizational vision, procure and protect mission-critical business assets, and remain competitive – all within the limits of applicable laws and industry standards, as well as unyielding reasonable consumer expectations.

In the meantime – *as Insightly, Inc.'s Blog Post, dated February 6, 2017, aptly suggests* – it would be prudent and extremely advisable for small businesses to "use the Federal Communications Commission (FCC) [Small Biz Cyber Planner](#) to create a free document packed with actionable advice." Similarly, the same Blog Post by Insightly, Inc., directs its inquisitive readership to access "a free resource from The U.S. Chamber of Commerce, [Internet Security Essentials for Business 2.0](#), designed to educate small business owners on cybersecurity." *If it truly wants to thrive – and to avoid public outrage and scorn, negative exposure on many levels, and calamitous liability (from private and government lawsuits, fines, penalties, and potential criminal charges) in the morass of a shifting, evolving, and tricky technological jungle – any reputable business can never be too careful.* Put simply, we should embrace the incontrovertible and harsh truth of the matter, as pronounced so succinctly, clearly, and poignantly by Sara Angeles, *Business News Daily* Staff Writer: **"Cybersecurity is no joke."**

STU Law Group's Recommended Topical Reading:

1. "Data Security Risks Every Small Business Needs To Know", *Insightly, Inc. Blog Post*, February 6, 2017: <https://www.insightly.com/blog/data-security-risks-every-small-business-needs-to-know/?hilite=security>
2. "13 Security Solutions for Small Business", Sara Angeles, *Business News Daily*, February 6, 2017: <http://www.businessnewsdaily.com/6020-cybersecurity-solutions.html>
3. "The Costs and Risks of a Security Breach for Small Businesses", Oscar Marquez, *Security Magazine*, July 26, 2016: <http://www.securitymagazine.com/articles/87288-the-costs-and-risks-of-a-security-breach-for-small-businesses>

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