

**SNELL & WILMER LAUNCHES BLOG ON DATA PRIVACY AND PROTECTION:  
“INTO THE BREACH”**

**PHOENIX (August 25, 2014)** – Snell & Wilmer is pleased to announce the launch of its Data and Privacy Protection Blog “[Into the Breach™](#)” providing timely, relevant and helpful updates and analysis on legal developments in the privacy, data protection and cyber security space.

The challenges confronting companies regarding privacy, data protection and cyber security have never been more daunting: dealing with the threat of increasingly sophisticated cybercriminals, responding to data breach incidents, assessing and trying to comply with a myriad of evolving laws, regulations and industry standards, all while wondering if your data has been targeted by a government surveillance program. In recent years and even more recent months, data breaches have invaded our trusted retailers, restaurants and companies. Breaches, cyber-attacks and data loss can result from intentional acts, human errors, system problems and vendor errors, regardless of the size of a company. Aside from reputational damage and loss of customer trust, companies that experience data breaches can face devastating consequences, including internal investigation and remediation costs, loss of valuable intellectual property, government investigations, fines, contractual damages, civil liability and even criminal sanctions. Companies need to be aware of their rights, and what to do if they are affected by a breach.

Offered by Snell & Wilmer’s privacy, data protection and cyber security attorneys, “Into the Breach” will provide clients and visitors to the blog knowledge and experience from a diverse group of attorneys with varied legal backgrounds, including employment law and litigation, financial services litigation, health care, intellectual property, data center development, product liability, business and corporate finance, real estate, government affairs and bankruptcy. This range of experience will help readers understand and address privacy and data protection issues from a broad array of perspectives and circumstances, in this rapidly-evolving practice area.

To sign-up to receive blog updates, register [here](#) and enter your e-mail address under the heading “Subscribe Today.” Once registered, you will be asked to verify your subscription. If you do not automatically receive a verification e-mail, check your spam folder, as occasionally these verification request e-mails are redirected. This blog is representative of Snell & Wilmer’s continuing presence in the social media space and is one part of the firm’s overarching strategy of recognizing the increasing demand and importance of social media in connection with the provision of legal services.

**About Snell & Wilmer**

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Phoenix and Tucson, Arizona; Los Angeles and Orange County, California; Denver, Colorado; Las Vegas and Reno, Nevada; Salt Lake City, Utah; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit [www.swlaw.com](http://www.swlaw.com).

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