

**SNELL & WILMER ATTORNEY PATRICK FOWLER PRESENTS AT NUMEROUS
EVENTS ON PRIVACY, DATA PROTECTION AND CYBERSECURITY**

PHOENIX (September 15, 2014) – Snell & Wilmer is pleased to announce that Phoenix partner [Patrick Fowler](#) recently presented at the Data+ Conference. This annual conference is considered the defining event for IT and business leaders to understand the latest strategies for leveraging Big Data in their organization, from data management to analytics for their business. Fowler was the only attorney who presented at the conference; he spoke on privacy and data protection issues.

In addition, Fowler will be giving the presentation, “Reducing the Risk and Consequences of a Data Breach,” at the State Bar of Arizona on October 1, 2014. Cyber-risk is the issue on the minds of corporate executive and directors these days. Recent high-profile data breach incidents have focused attention on the significant financial costs and reputational harm they can cause companies of all shapes and sizes, along with the personal exposure directors and officers can face. This presentation will focus on some basic, sensible steps that companies (including law firms) can take to reduce the risk of data breach, along with minimizing the consequences if one should occur. These include proactively evaluating information governance, records retention, data privacy and security practices in a comprehensive manner before an incident occurs, rather than waiting to react to a breach or litigation to get a handle on records management and information security practices. [Click here](#) more information about this upcoming event.

At Snell & Wilmer, Fowler leads Snell & Wilmer's e-discovery and document management committee and is a leader of the firm's Privacy, Data Protection and Cybersecurity practice area. His practice is concentrated on defending companies facing high-stakes product liability and business claims. He also helps companies dealing with technology issues related to internet/e-commerce claims, intellectual property disputes, data privacy and security concerns and e-discovery issues. Fowler counsels clients regarding compliance with government (FDA, CPSC, NHTSA, USCG) and industry safety regulations and best practices, including product recalls. He provides advice about product warning systems and information manuals. He assists clients with developing data storage and data security protocols (including cloud computing and cloud storage), information governance policies and procedures, document retention policies and electronic discovery processes.

Snell & Wilmer's privacy, data protection and cyber security attorneys recently launched the blog, “[Into the Breach](#),” which provides 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.

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.

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