

A New Privacy Paradigm: Risks, Trends, and Best Practices in the Shifting Landscape of U.S. Privacy Laws

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On February 16, Alessandra Swanson and Sean Wieber, Co-Chairs of Winston & Strawn's [Global Privacy and Data Security practice](#), hosted an informative program on the new era of U.S. privacy laws. As personal information becomes increasingly commoditized, companies must navigate a growing maze of laws and regulations that impose restrictions on the collection, storage, and use of consumer data. From SMS marketing to data breaches to privacy policy requirements to capturing consumer browsing activity on your company's website, the program provided attendees with an overview of the wide range of privacy issues facing corporate counsel, including the laws that are creating a significant wave of bet-the-company litigation. The speakers also shared practical tips and best practices that companies can start implementing now to help mitigate privacy risks. The program was co-sponsored with ACC Charlotte and was moderated by Charlotte Office Managing Partner Danielle Williams.

[Watch the presentation here.](#)



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