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World Law Group Releases New Edition of Unique *Global Guide to Data Breach Notifications* as Cyber Attacks Rise

Washington, D.C./Covering a record 60 major jurisdictions worldwide, the updated and expanded second edition of World Law Group's *Global Guide to Data Breach Notifications* was released today, and can be downloaded free from its companion website, www.globaldatabreachguide.com.

One of the most geographically comprehensive guides available on this increasingly challenging topic, the new edition of the *Global Guide to Data Breach Notifications* provides essential information for companies confronted with a data breach in one or more countries. During a period when the frequency and sophistication of cyber attacks in all business sectors continues to rise, this guide puts essential information about what's involved in notifying affected customers, employees and other individuals whose personal data may have been illegally accessed, lost or stolen, as well as regulatory authorities, at the fingertips of in-house counsel, privacy and compliance officers, CIOs and other relevant executives and managers.

As the introduction to the guide points out, a host of studies confirm that data breaches present a costly and significant exposure to companies, both monetary and reputational. "This exposure can sometimes be minimized by a rapid, thoughtful and well-organized response to a breach, which now often requires cross-border knowledge of notification and other relevant obligations."

The 2016 edition of the *Global Guide to Data Breach Notifications* provides succinct information in an easy-to-reference, country-by-country format. It has been specifically designed as a resource to assist in data breaches in multiple jurisdictions.

"Because personal data breach reporting requirements around the world are, at present and for the foreseeable future, a mismatched patchwork, this challenge is further magnified," notes the guide's editors, Mark Schreiber of Locke Lord in Boston and Christian Runte of CMS Germany in Munich. "This is true both in the U.S., with its multiplicity of privacy and breach notification laws, and within Europe, where the requirements currently stem from common European directives and will be covered by the new General Data Protection Regulation in the future. Various other countries are also instituting their own data breach reporting requirements."

With each chapter provided by a leading law firm in each country, the *Global Guide to Data Breach Notifications* provides answers to commonly asked questions, including what kind of personal data needs to be protected in each country, what companies must do when personal data is illegally accessed, stolen or lost, and when and how affected individuals and regulatory authorities need to be notified.

Established in 1988, World Law Group is one of the globe's oldest and largest networks of leading independent law firms, and is rated as one of a select few "Elite" networks by Chambers and Partners. Our 54 member firms encompass approximately 18,000 legal professionals working from 350 offices in major business centres in 75 countries worldwide.

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