

PRIVACY ISSUES AFFECT EVERY OUTSOURCING DEAL.

As cross-border sourcing of data-intensive business processes grows, the focus on privacy laws and policy intensifies. In a rapidly changing environment where laws conflict and regulations are drafted daily, companies are wise to incorporate data protection into their transaction structures from the beginning. By taking a proactive stance, companies can position themselves to maximize revenue and mitigate liability due to data risk issues associated with outsourcing.

Hunton & Williams' Global Technology, Outsourcing and Privacy practices, in concert with The Center for Information Policy Leadership, provide players in this dynamic market with an unparalleled combination of resources to address today's sourcing challenges. Our innovative multi-pronged approach offers a comprehensive solution for global transactions. Not only can we help navigate the complexities of privacy law, but we also provide a gateway to the international discussion on the future of privacy and information security policy.

THIS IS OUR APPROACH.

SOURCE

- The firm's **Outsourcing practice** has completed myriad transactions with a total contract value exceeding \$9 billion in the last two years.
- Chambers recommends our lawyers in National Business Process Outsourcing and Technology.
- We know the market and have key industry relationships with all the major service providers and consultancies.
- We serve the world's largest utility, consumer products, aerospace, technology, insurance and financial service companies, as well as middle-market firms.
- We share proven models and processes for planning and executing every stage of each new deal, from pre-RFP planning through post-contract relationship management.
- We provide full-service, end-to-end support, as well as more targeted assistance for smaller transactions.

PROTECT

- Our **Privacy & Information Management** practice was ranked number one in the world by *Computerworld* magazine in 2006 and 2007.
- Our team members understand information-use business models and help clients craft timely, cost-efficient solutions to address privacy and data protection.
- In the US, Privacy team leader Lisa Sotro is a highly respected practitioner and serves as the Vice Chairperson of the Department of Homeland Security's Data Privacy and Integrity Advisory Committee. She was recognized as a "privacy guru" and the "top choice for US-based issues" by *Computerworld* magazine.
- In Europe, Chris Kuner is a key leader, serving as Chairman of the Data Protection Task Force of the International Chamber of Commerce. He was voted "the go-to person for EU Privacy" by *Computerworld* magazine.
- In the UK, Bridget Treacy is highly recommended by *Chambers*, ranking as "Best of the UK" for Data Protection, as well as Outsourcing. Clients interviewed by *Chambers* remarked, "She has real insight into how the regulators think...."

ENGAGE

- A unique policy development organization, **The Center for Information Policy Leadership** at Hunton & Williams, brings together more than 40 of the largest data-intensive companies in the world to analyze data management issues and develop policy solutions.
- The Center works with government agencies, businesses and not-for-profit groups globally to improve privacy laws, practices and regulations.
- Led by Marty Abrams, formerly the Vice President of Information Policy and Privacy at Experian and one of the leading thinkers in the area.
- Supported by Orson Swindle, a former FTC Commissioner, Fred Cate, a Distinguished Professor and director of the Center for Applied Cybersecurity Research at Indiana University, Maureen Cooney, formerly the Chief Privacy Officer at the Department of Homeland Security, and Paula Bruening, former Counsel with the Center for Democracy & Technology.

FOR YOUR SOLUTION.

HUNTON &
WILLIAMS

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