

VLP Partner Melissa Krasnow Quoted in American Lawyer Article “The Guide to Handling Breach Notifications Across Jurisdictions”

VLP Partner Melissa Krasnow was quoted in *The American Lawyer* Article “The Guide to Handling Breach Notifications Across Jurisdictions.” The article, which appeared in the *Legaltech News* section of the June 2017 issue, reviewed a recent webcast in which Ms. Krasnow was a participant.

The discussion focused on the nuances of notifying stakeholders of a data breach across the U.S. in compliance with laws that vary from state to state, noting that dealing with these laws can be confusing, and may add delays, risks, and costs after a breach has occurred.

The article noted that, even though notification laws vary from state to state and public notifications are not always required, in many cases, such as high profile breaches, the public may become aware anyway.

Ms. Krasnow noted that, even in states without specific content requirements, the same basic information is often provided: “When did this happen? What happened? What steps can they take to protect themselves? Who should they call or contact in terms of regulators?”

The panel went on to discuss how to prepare a breach response plan. The article concluded by noting the importance of helping clients manage the chaotic time after a breach by bringing forward knowledge of cross-border notification and the proactive steps necessary to make this time easier.

[Click here](#) to view the entire article.