

Privacy and Data Security 15 Do's and Don'ts: Tips for Avoiding FTC Enforcement

Alysa Z. Hutnik

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The FTC continues to remain focused on protecting consumers' privacy and security online, offline, and in the mobile environment. To date, the FTC has obtained more than 60 privacy settlements and brought over 50 data security cases (two of which are currently in litigation). While nearly any company that financially benefits from the use of consumer personal data is a potential FTC target, to understand what particular practices the FTC views as unlawful can be challenging. To help navigate that task, Alysa Hutnik co-authored an article for *Bloomberg BNA's Privacy and Security Law Report* that summarizes 15 do's and don'ts to consider when implementing privacy and data security practices.

To read the full article, please click [here](#).