



Advanced Media
and Technology

LAW BLOG



Loeb & Loeb's Media Mindshare Thought Leadership Series - Dealing with Data Security

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Loeb & Loeb's Advanced Media and Technology Group is proud to present the latest installment in our *Media MindShare* Thought Leadership Series, a collection of video interviews with Loeb & Loeb clients and attorneys discussing social media, mobile marketing, privacy, behavioral advertising and other issues of interest to Fortune 500 advertisers and advertising agencies.

In *Dealing with Data Security*, Chris Curry, General Counsel of Gage, discusses the importance of managing relationships with all the players involved in data security, from software and database providers to back-up security systems, so that the data security value chain is appropriately coordinated around the client's expectations. Loeb & Loeb's privacy expert Ieuan Jolly explains how privacy and data security concerns are driving marketing decisions today.

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