



News & Trending

NEWS

TRIAD BUSINESS JOURNAL CONSULTS WITH DATA PRIVACY ATTORNEY JOE DICKINSON ON FACEBOOK DATA CONTROVERSY

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Triad Business Journal

In the *Triad Business Journal* article “Facebook’s data controversy could put ‘pressure’ on companies to tackle privacy,” reporter Jessica Seaman discusses how this latest data leak could prompt companies to enact more stringent measures to protect consumers’ privacy. Smith Anderson partner **Joe Dickinson** comments on the shift companies may make toward being more transparent about their data use.

The gathering and use of consumers’ personal information for targeted advertising campaigns has become a popular practice for retailers as the digital age has progressed, but it is now being used by other industries and in political campaigns. With the revelation that Cambridge Analytica, a political data firm, may have improperly accessed the personal information of tens of millions of Facebook users, data and tech companies will need to consider tightening the reins when it comes to protecting consumer data.

Some companies are pushing for the implementation of stricter standards for collecting consumer data, but despite an attempt from the Obama administration in 2012 to implement a “Privacy Bill of Rights,” the industry has remained mostly self-regulated. Though companies may be prompted to take their own steps toward data-use transparency, Joe noted that some are wary of implementing changes.

“There’s this tension between being able to share data for economic gain and the obligation to protect data as it relates to individuals,” Joe explained.

Joe leads Smith Anderson’s Data Use, Privacy and Security practice and has more than 25 years of business and legal experience. His practice often involves advising technology companies, for which he helps clients to identify their risks and to design, implement and manage data privacy and security programs for their business, as well as advise on HIPPA compliance, technology licensing and transfer, GDPR and conducting internal investigations. Joe is also a seasoned speaker on data privacy and cybersecurity topics, and he has presented at some of the nation’s most prestigious technology conferences.

Triad Business Journal subscribers can view the full article [here](#).

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