



NAITA
North Alabama International Trade Association



Managing U.S. & EU Cyber Security & Data Privacy Regulation Challenges

Tuesday • March 13, 2018 • Briefing 8:30 - 11:30 a.m.

Registration | Continental Breakfast & Networking 8:00 a.m.

at HudsonAlpha Institute for Biotechnology • 601 Genome Way • Huntsville, AL • 35806

The North Alabama International Trade Association (NAITA) presents a briefing on *Managing U.S. & EU Cyber Security & Data Privacy Regulation Challenges* in conjunction with PZI International. *If you are considering or currently doing business in the European Union, you need to be aware of upcoming EU data privacy requirements. Similar to the U.S. Government Requirement that all USG contractors comply with NIST SP800-171, the EU is enacting their own data privacy regulations around Personal Identifiable Information (PII).*

Are you ready for the [EU's General Data Protection Regulations \(GDPR\)](#)? Any company that has personal information of EU citizens or that conducts business in the EU, regardless of the company's country, must comply with GDPR, and the impending regulations will go into effect May 25, 2018. GDPR not only applies to organizations located within the EU, but it will also apply to organizations located outside of the EU if they offer goods or services to, or monitor the behavior of, EU data subjects.

GDPR applies to all companies processing and holding the personal data of data subjects residing in the European Union, regardless of the company's location. This regulation is very restrictive and imposes steep penalties on companies who allow the release of Personally Identifying Information (PII). Personal data includes any information that can be used to directly or indirectly identify a person – anything from a name, a photo, an email address, bank details, posts on social networking websites, medical information, or a computer IP address. Companies must demonstrate their GDPR compliance, and large fines and penalties will be imposed for noncompliance. EU member states will enforce compliance.

Join NAITA, PZI, and Veritas Assurance Partners LLC (VAP) to learn more about what your systems and your employees can and cannot release outside the EU border with the new GDPR regulations. Make sure your company is ready to implement this new requirement, while still being strategically competitive.

Keynote speakers are experts on Global Employee Management and Cyber Security in the U.S. and EU:

Manuel Fernández Supervielle, founder and co-owner of Miami-based Veritas Assurance Partners LLC ("VAP").

Dr. Bruce Hartley, Chief Operating Officer, Arete Advisors, subcontractor to VAP.

Debbie McGee, President & CEO, PZI International Consulting, Inc., is a veteran finance and international human resources ("IHR") executive with experience in the consulting, financial, manufacturing, and governmental industries.

NAITA • P.O. Box 2457 • Huntsville, AL 35804 • naita.org • naita@naita.org

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Registration: ___ \$15 - NAITA Member OR ___ \$25 - Potential NAITA Member

NAME _____ TITLE _____

COMPANY _____ PHONE _____

ADDRESS _____ email _____

CITY _____ STATE _____ ZIP _____

[Click here to Register Online](#)

*Mail check to NAITA • P.O. Box 2457 • Huntsville, AL 35804. Contact NAITA at 256.532.3505 or naita@naita.org.
Reservations & Cancellations Must Be Received Prior to March 9, 2018. Substitutions Accepted.*