

NEWS: For Immediate Release

Blue Edge Lab and the Internet Security Alliance launch new online cybersecurity tool for multinational companies

January 26, 2015 – Blue Edge Lab, a wholly owned subsidiary of DLA Piper LLP (US), in partnership with the Internet Security Alliance (ISA), announced today the launch of CyberTrak, a highly innovative online cybersecurity tool featuring information on cybersecurity-related mandates and regulatory risk around the world.

CyberTrak provides instant online access to critical information about cybersecurity-related laws, regulations and generally accepted standards in 23 key markets in the Americas, Asia-Pacific, Europe and the Middle East and in four sectors in the US. It not only provides brief summaries of requirements, but also an assessment on enforcement risk and the degree of activity in the requirement. CyberTrak is designed to help GCs, CIOs, CISOs, risk officers and legal, technology, IT and procurement departments of multinational companies make better risk management decisions and to reduce expenses keeping up with changing regulatory requirements.

“Cybersecurity is an enormously dynamic risk area and regulatory approaches to it are evolving rapidly and in different ways around the world. CyberTrak is a unique offering to help companies keep up in a cost-efficient way that leaves more resources for other aspects of a strong cybersecurity program,” said Jim Halpert, global co-chair of DLA Piper’s Cybersecurity practice. “CyberTrak is designed to help alleviate these pressures, as it is a quick and efficient way for users to obtain instant information to make informed business decisions.”

CyberTrak will be regularly updated three times per year, along with interim updates when major changes occur. CyberTrak offers valuable guidance in key areas, including regional cybersecurity and data security requirements in major economies around the world; restrictions on monitoring and on deployment of security technologies; and the protocols for notifying regulators and individuals of a hacking incident or loss of personal data.

“The joint venture between ISA and Blue Edge Lab created a platform for a network of cybersecurity pioneers to share their extensive knowledge with companies operating on a global scale,” said Larry Clinton, President and Chief Executive Officer of ISA. “As recent events have shown, the need for network security is of the utmost importance, and CyberTrak is a cost-effective way for businesses to obtain the information they need to operate in today’s rapidly changing environment.”

“Now more than ever, businesses are looking for innovative and cost-saving measures to gain market intelligence,” said Vincent Sanchez, global co-chair of DLA Piper’s Technology, Sourcing and Commercial practice. “While the need for sophisticated legal guidance by law firms remains crucial, information-sharing tools like CyberTrak allow companies to better focus their investments in compliance and risk management and ultimately strengthen and streamline their global cybersecurity programs through more informed decision-making.”

“CyberTrak is an indispensable tool for me. I need credible, global information about existing and

emerging privacy legislation and regulations. In the past, the process of collecting information regarding multiple countries was a time consuming, expensive effort. With CyberTrak, I have global information at my fingertips, sourced from an industry leader in the area of privacy and security regulations,” said Gene Fredriksen, Chief Security Officer of PSCU. “Even though I have access to internal experts, the issues are changing continually and require a level of regional expertise only a product like CyberTrak can bring to the table. With CyberTrak I can quickly scan and note issues that require further in-depth follow-up. This approach saves not only money, but the time of critical company resources.”

“Cyber issues are complex enough, but they are seriously complicated for multinational businesses by the ways in which laws and regulations on cyber differ, sometimes markedly between different jurisdictions. CyberTrak allows companies to tap into a single resource, which provides a detailed overview of the legal requirements that may exist in a given country. This is an invaluable resource in informing business decisions,” said Richard Knowlton, Group Corporate Security Director of Vodafone.

To register and learn more about CyberTrak, please visit www.BlueEdgeLab.com.

About the Internet Security Alliance (ISA)

The Internet Security Alliance (ISA) is a multi-national and cross-sectorial trade association focused exclusively on cybersecurity. ISA developed the model for government-industry collaboration that was adopted by President Obama in his Executive Order on Cybersecurity and authored the Handbook on cybersecurity recently published by the National Association of Corporate Directors. ISA's mission is to integrate advanced technology with economics and public policy to create a sustainable system of cybersecurity. ISA provides thought leadership and public policy advocacy while promoting the use of effective cybersecurity standards and practices.

About Blue Edge Lab (www.BlueEdgeLab.com)

Blue Edge Lab, LLC is a wholly owned subsidiary of law firm DLA Piper LLP (US). Blue Edge Lab is not a law firm and does not provide legal services. Blue Edge Lab delivers products and services to multinational businesses to help maximize their potential for success while minimizing their resource investment and risk. It provides accessible information products and innovative tools designed to create efficiencies in the workplace and manage risk in a complex, global environment.

About DLA Piper (www.dlapiper.com)

DLA Piper is a global law firm with 4,200 lawyers located in more than 30 countries throughout the Americas, Asia Pacific, Europe and the Middle East, positioning it to help companies with their legal needs around in the world. In certain jurisdictions, this information may be considered attorney advertising.

###

CONTACTS:

Josh Epstein, Media Relations, DLA Piper, 212.776.3838