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DE LA LAMA IN IAPP'S PRIVACY PERSPECTIVES ON HOW TO COMBAT PRIVACY FATIGUE

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Boulder Partner Amy de La Lama authored an article Jan. 4 in IAPP's *Privacy Perspectives* on how companies can effectively manage privacy fatigue resulting from juggling ever-changing privacy legislation and enforcement, security challenges and the financial restraints brought on by the COVID-19 pandemic. "To help strike the right balance, privacy teams should take the essential step of carefully evaluating where their organization's true privacy risk lies rather than assuming all laws should be given equal weight," de La Lama wrote. "Building and maintaining an effective privacy program in today's environment is daunting, but by taking the time to tailor the program to the organization's actual needs and develop a strategy for working across the organization rather than in a silo, it is possible to continue to mature the program, protect the privacy and security of data and reduce risk in a meaningful way." De La Lama is the leader of BCLP's global Data Privacy & Cybersecurity Team.

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Amy de La Lama

Boulder

amy.delalama@bclplaw.com
+1 303 417 8535

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