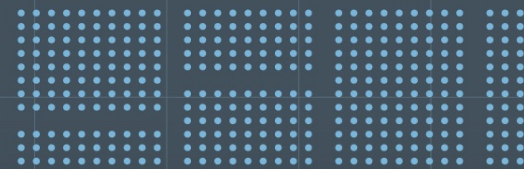


# PRIVACY & DATA SECURITY



## PRACTICE CONTACTS

Michael Kheyfets

Matthew Milner

## RELATED CAPABILITIES

Class Certification

Organizations of all sizes and across industries face persistent and evolving threats against the security of their confidential and sensitive data. Breaches of proprietary data systems can be costly in terms of both financial resources and reputation. Edgeworth experts have extensive experience working with voluminous and complex data sets ranging from point-of-sale transactions to personally identifiable information (PII). When a breach occurs, our data experts are uniquely positioned to assist.

Expert economic analysis can help provide answers to questions that arise in data breach class actions, matters resulting from alleged misuse of consumers' private information, and FTC investigations. Applying rigorous economic and statistical analysis to large and complex data sets, our experts assist clients with answering questions that are fundamental to assessing whether actual injury resulted from a data breach or the misuse of private information, determining a client's financial exposure, and assessing damages.

Edgeworth's economists are certified by the International Association of Privacy Professionals (IAPP) and provide thought leadership on the economics of data privacy, writing, consulting, and testifying on issues of class certification, liability, and damages.

## PUBLICATIONS

Value of Personal Information Theories in Data Privacy Class Actions  
Published Article, *Bloomberg Law*, 09.19.2022

Obstacles To Defining Injury, Class In Cyberattack Suits  
*Law360*, 06.09.2021

Benefit of the But-For Bargain: Assessing Economic Tools for Data Privacy Litigation  
*Journal of Technology Law & Policy*, 05.28.2019