

# THE DEVIL'S TRIANGLE

**SPEAKER: KEN BARNHART**

IT & Marketing Managers:

Like it or not, Ready or not, you are being sent to the Devils Triangle of CyberSpace.

Three powerful forces have been converging on US business in cyberspace over the past three years. Cybercrime has reached a fever pitch in the SMB space, sweeping privacy law changes have been rolling through state legislatures across the country, and companies and bad actors are monetizing personal information in a rapidly evolving surveillance economy. I call this the Devils Triangle.

Cybersecurity laws related to privacy have doubled since 2016 and 21 states are actively pursuing new legislation that will toughen or extend existing laws. IT Operations and Marketing teams will soon be contending with the ramifications of the California Consumer Privacy ACT, (CCPA) the Oregon Consumer Identity Theft Protection Act, the Massachusetts Standard for the Protection of Personal Identifying information Act, and a dozen others. The 115<sup>th</sup> congress introduced 226 bills related to cybersecurity, and not surprisingly none of them passed. IT and Marketing teams are often shocked to discover that many of their existing tools, business processes, and data collections techniques are now ILLEGAL!

All of these Privacy laws have been spurred by the public frustration and outrage over the seemingly endless breaches of large companies like Equifax, Marriot, MyFitnessPal, UnderArmor, Capital One, etc. The issue is much deeper than the failure of companies to protect consumer data. In fact, it is often the Social Media and communications companies who are trafficking in the sale of their customers data in the highly lucrative "surveillance economy." Google and Facebook are the two largest offenders and are under investigation all over the world. Facebook was recently hit with a \$5 billion dollar enforcement action by the FTC and EU Regulators tacked on another \$1.63 Billion dollars. Marketing professionals should take note as the tools that Google and Facebook are probably in your digital marketing tools box!

We will be looking at all three of these major forces and how they converge and interact with each other. IT Ops, IT Security, and Marketing can no longer face these significant issues separately! Grab a seat next to your teammates and let's look at how you can help your company navigate its way through the Devils Triangle.

