

Athena

Information Governance and Privacy Advisory Services

All organizations carry obligations over the information they collect, derive, process, store, and transfer to others. Driven by laws, regulations, corporate policies, fiduciary responsibilities, and value generation or preservation, these obligations warrant deliberate and careful consideration in risk management, compliance, and operations throughout the organization's extended enterprise.

Through our information governance and privacy advisory services, we assist clients to develop and implement governance over information assets, and to assess the effectiveness of associated programs, policies, controls, and monitoring.

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Information governance involves the business practices, policies, controls, and oversight functions needed to manage risk, sustain compliance, and achieve the desired value of information assets.

Such assets containing personal information—about customers, employees, and others—always come with compliance obligations and business risks related to privacy and data protection. Those assets, and other proprietary information, also need to be managed in such a way to derive acceptable value. Information governance allows an organization to manage risks and compliance while gaining value from information.

Programs

- Governance
- Policy
- Compliance
- Risk management

Controls and procedures

- Process and application
- Information security
- Third parties
- Incident management

Information assets

- Systems and databases
- Business processes

Information governance programs

- Policy
- Strategy
- Corporate governance
- Compliance and monitoring

Assessments

- Third parties
- Compliance and risk
- Program maturity
- Control and procedure effectiveness

Regulatory compliance

- Federal and state privacy regulations
- European data protection regulations
- Industry standards
- Consent orders

Control and procedure development

- Third parties
- Information security
- Training and awareness
- Online and web-enabled

Transformational technology issues

- Smart grid
- Cloud and utility computing
- Online behavioral advertising
- Radio frequency identifiers (RFID)
- Mobile application privacy

Trans-border compliance

- Model contracts
- Binding corporate rules
- Multi-national information flow
- U.S. Safe Harbor Privacy Program



Brian Tretick, Managing Director for Athena Privacy LLC, is a management consultant who specializes in privacy, data protection, information security, and information governance, risk management and compliance (GRC).

He has over 23 years experience serving organizations with international presence, complex regulatory environments, and significant use of emerging technologies. Those years were spent with Booz, Allen & Hamilton, Deloitte & Touche, and Ernst & Young, prior to founding Athena.

Brian has served clients in the financial services, pharmaceutical, technology, consumer products, retail, utilities, energy, manufacturing, and health care industries, including many industry sector leaders.

For the International Association of Privacy Professionals (IAPP), Brian is a member of the board of directors and serves on the faculty for the association's certification program. He was also a founding member of the American Institute of Certified Public Accountants (AICPA) Privacy Task Force and had been a member of the board of directors for Privacy & American Business.

Brian also serves on the faculty for the Healthcare Compliance Certification Program, for which he is responsible for the privacy section. Brian is a Certified Information Privacy Professional (CIPP) and also carries the CIPP/IT certification.

Brian has served on the Shared Assessments Program technical development committee related to the program's privacy components. He has briefed the International Data Protection Commissioners Conference, U.S. Federal Trade Commission, National Retail Federation, Conference Board, Direct Marketing Association, Council for Better Business Bureaus, and other regulatory and industry groups.

Recent activities

- IAPP certification program faculty
- Seton Hall Law School Health Care Compliance Certification Program faculty
- Shared Assessments Program technical development committee
- Open Compliance & Ethics Consortium (OCEG)
- GRC technology enablement
- Smart grid privacy
- Online behavioral advertising issues

Key industries

- Pharmaceuticals and medical devices
- Financial services
- Technology
- Manufacturing
- Consumer products and retail

Now appearing

- Institute of Internal Auditors, Privacy Workshop, 7 October 2010, Kansas City, Missouri
- Seton Hall Law School, Healthcare Compliance Certification Program: Privacy and Data Protection for the Pharmaceutical and Medical Device Industry, 11 October 2010, Newark, New Jersey
- ARMA International 2010, Privacy for Records Managers, 9 November 2010, San Francisco, California

Recent appearances

- Intellectual Property Owners Association Annual Meeting 2010, Trade Secrets Committee, "Creating a Culture of Privacy: Merging Privacy Compliance and the Protection of IP," 13 September 2010, Atlanta, Georgia.
- International Association of Privacy Professionals, Privacy Academy, Certification Foundation Training, 28 September 2010, Baltimore, Maryland
- IAPP Practical Privacy Series Health Care Privacy Track, 14 June 2010, Santa Clara, California. Presentation materials are available for download through the IAPP website.

Articles and other writings

- "Moving from Privacy from In Place to Enhanced," with Hugh Kominars, CISSP, ControlCase,
- Upcoming text book: Chapter 9, aptly titled "Privacy", for the upcoming book from the Seton Hall University College of Law: "The Health Care Compliance Handbook: A Comprehensive Overview of the Laws, Regulations and the Enforcement Landscape for Health Care Compliance Professionals in Pharmaceutical and Medical Device Companies". Due out in Spring 2011.