

## You're Invited

On January 1, 2010, the new Massachusetts Privacy Law (201 CRM 17.00) will go into effect. It will apply to all individuals, companies, partnerships, and other legal entities that own, license, store, or maintain personal information about a resident of Massachusetts. And it's not limited to companies based or doing business in Massachusetts.

The definition of personal information is quite broad. That's why we're inviting you to join us for this **free** Webinar on:

### The New MA Privacy Law – What Compliance Will Mean to You

Take just **1 hour** out of your day, from the comfort of your office, to attend this Webinar and get the facts you need to make sure your business will be in compliance by January 1, 2010. Here's a brief overview of the issues that will be covered:

- Who does the law apply to?
- What constitutes personal information?
- **Using the tools you already own to create a security program**
- Identifying and assessing risk
- Computer system security requirements
- Definition of terms
- References, sources, and links

There will be plenty of time allotted for your questions, too.

Our **featured presenters** will be KPM Viper Consulting LLC's Executive Director Lindsay Timcke and Senior Director Dan Keleher. Headquartered in Massachusetts, KPM Viper [www.kpmviper.com](http://www.kpmviper.com) is a wholly owned subsidiary of Kevin P. Martin Associates (KPM) [www.kpmonline.com](http://www.kpmonline.com). KPM and KPM Viper offer a full range of Technology, Accounting and Compliance services to their clients.

**Date:** Wednesday, September 23rd

**Time:** 11:00am to 12:00noon EST

**Venue:** Online (login instructions will be emailed to all participants)

**Cost: NONE**

To register for this informative event and get the facts about the new MA Privacy Law, just contact me at 508-485-5588 x107 or by e-mail at [mdoron@AlticoAdvisors.com](mailto:mdoron@AlticoAdvisors.com).

Headquartered in Massachusetts, Altico Advisors implements and supports business, financial, and customer management software solutions for mid-market enterprises, primarily throughout New England. Altico is a Microsoft Gold Certified Partner specializing in Microsoft Dynamics GP (Great Plains), Dynamics CRM, BI (Business intelligence) and SharePoint systems for manufacturing, distribution, software development and service companies. In addition, Altico provides a wide variety of consulting and advisory services, such as outsourced financial services, business and IT strategy alignment, software selection, and business analytics. [www.AlticoAdvisors.com](http://www.AlticoAdvisors.com)

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