

Internet Privacy Law Essentials for Texas Business Attorneys

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1. Common Data Privacy Categories

Discuss three common data privacy classification categories, types of data within each category, and levels of protection for each.

- A. Non-Personally Identifiable Information (non-PII)
- B. Personally Identifiable Information (PII)
- C. Sensitive Personally Identifiable Information (SPII)

2. Important Enforcement Agencies

Explain the respective roles of three government agencies in protecting and enforcing Internet-related data privacy laws and regulations.

- A. Federal Trade Commission (FTC)
- B. States' Attorneys General Consumer Protection Divisions
- C. EU Data Protection Authorities (DPAs)

3. Key Privacy Laws & Regulations

Describe how five laws/regulations affect privacy issues online including related business mandates.

- A. Children's Online Privacy Protection Act of 1998 (COPPA), [15 U.S.C. § 6501](#) et seq.
- B. Health Insurance Portability and Accountability Act of 1996 (HIPAA), [Pub. L. 104-191](#), 110 Stat. 1936
- C. Health Information Technology for Economic and Clinical Health Act of 2009 (HITECH Act), enacted as part of the American Recovery and Reinvestment Act of 2009, Pub. L. 111-5, [123 Stat. 115](#)
- D. Shine The Light Law, [Cal. Civ. Code § 1798.83](#)
- E. General Data Protection Regulation (GDPR), [Regulation \(EU\) 2016/679](#)

4. Website Legal Documents

Analyze the roles of four website legal documents for compliance with federal, state, and international Internet privacy laws, including specific provisions that should be included in these documents.

- A. Privacy Policy
- B. Terms of Use
- C. Refund & Returns Policy
- D. Affiliate Program Agreement

About The Presenter

Attorney Mike Young focuses on helping business clients prevent and solve problems from his law firm based in Plano, Texas. He also serves as a foreign legal consultant in the Republic of Panama.

The current President of the Internet Attorneys Association, Mike earned a *Juris Doctor* degree from Southern Methodist University (1993) and a *Master of Laws* degree from Georgetown University (1994).

In addition to authoring seven books on business legal issues plus articles published in the *Texas Bar Journal*, Mike has taught continuing legal education about e-commerce law for a nationally recognized online CLE provider and at the *Cyberlaw Leadership Summit*.

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