



CYBER TECHNOLOGY: A NEW WAY OF LIFE FOR CORPORATE AMERICA AND THE CLIENTS WE SERVE

© Jeffrey S. Kramer

Partner, Kramer deBoer Endelicato & Keane, LLP

The term “cyber attack” means different things to different people, but the general concept should be familiar to everyone in today’s complicated world. Unlike the traditional three-dimensional assault on a person or property, a cyber attack is a four-dimensional phenomenon that operates by its own rules and in its own environment, and is particularly tricky because the rules change as technology becomes more sophisticated. But the parameters remain consistent to the extent that they involve cyber systems, seek to destabilize computer systems, and can trigger psychological panic in addition to creating economic loss.

Cyber attacks are not limited to corporate espionage or data thefts. They can also take the form of a terrorist event, such as a magnetic pulse that shuts down everything that runs on electricity, from hospitals to office buildings, and from automobiles to smart phones. They can also corrupt stock market tracking equipment, which may result in a calculated manipulation of securities transactions that cause companies to lose significant equity value in a matter of seconds. Another scenario is embedded code that causes the dissemination of misinformation on a target’s own website, leading to loss of reputation and business goodwill. The possibilities really are endless.

Thankfully, not all is dark and gloomy. Corporate America can turn cyber technology to its own benefit, by drawing attention to the issues and educating us on workable business solutions. California and Nevada are bellwether states for trends that affect the rest of the country; recent events here show that Facebook and other social media tools help to form public opinion and rally support for various causes. Talking points may resonate like sound bites, but it is no exaggeration that the communication of facts and ideas is easier than ever before in human history. Hopefully, meaningful communication can lead to improved understanding. In turn, this can lead to quality relationships and better lives. Cyber technology, therefore, can be a means for good.

In our law firm, which emphasizes civil litigation and the resolution of insurance-related claims throughout California and Nevada, the effective use of cyber technology is an integral part of how we serve our clients successfully. Despite a plethora of data that can impact our clients’ positions, we can glean the right information quickly and thoroughly, thanks to public records websites and electronic bulletin boards. Telephonic conferences with judges and opposing counsel mean that our lawyers can spend less time traveling to court and devote more time to reaching expedited resolutions. It is very important to us that we are accessible to our clients through emails, cellular phones and text messages regardless of the time or location.

As we learn these new skills and implement them, we are working to offer continuously innovative legal solutions in partnership with our clients, and their particular needs. We welcome your suggestions on how we can serve you better.

CAVEAT: THE FOREGOING DOES NOT CONSTITUTE LEGAL ADVICE. PLEASE CONSULT AN ATTORNEY FOR INDIVIDUAL ADVICE REGARDING INDIVIDUAL SITUATIONS.