



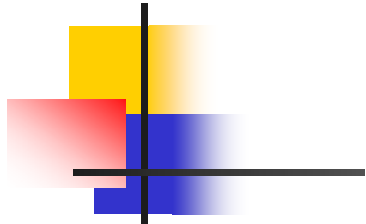
Protecting Your "Secrets"

TPPA Annual Meeting 2007

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WANTED!



FOR MURDER

Her careless talk costs lives



Information Can't Be Protected If It Is:

- Put on the Internet.
- Placed in an exhibit at a trade show.
- Explained to a customer over the phone.
- Discussed in a presentation or speech.
- Discussed without restrictions.



General Assumptions

- All information is confidential unless you are advised to the contrary.
- If you have to ask, trust that it is and don't disclose.
- People are the weakest link.
- Slow-drip disclosures are most common.



Types of Information

- Public: Can be freely disclosed.
- Confidential: Can be disclosed under confidentiality agreement.
- Company-confidential: Should not be disclosed to any outsiders.
- Project-confidential: Should not be disclosed outside of project members.



Maintaining Confidentiality

- Release by Public Relations Department.
- With non-disclosure statement attached.
- Identify “need-to-know” persons in advance.
- Marked “Confidential and Proprietary”.
- Limited distribution.
- Return of the documents after review.



Confidentiality Process

- Pre-employment counseling.
- Employee confidentiality agreement.
- Regular training.
- Reminders before attending trade shows.
- Exit interview.



Keeping Tabs on Others

- Pre-engagement confidentiality agreement.
- Disclose subset of company or project confidential information.
- Watermark all documents.
- Periodic review of contractor website.
- Prompt filing of cease and desist letter.



Physical Security



- **Lock place of access; limit # cards/keys.**
- **Password protect or encrypt information.**
- **Separate from public access area.**
- **Shred all unnecessary copies.**
- **Clean whiteboards after meetings.**
- **Equipment screen goes dark after non-use.**
- **Communicate via phone versus e-mail.**
- **Destroy hard drive before scrapping computer.**



Conclusion

“None are so fond of secrets as those who do not mean to keep them.”

C. C. Colton (1780–1832), English author. *Lacon*, vol. 1, no. 40 (1820).

“Foresight is knowing when to shut your mouth before someone suggests it.”

Anonymous