



Mark G. McCreary, CIPP/US

Chief Privacy Officer and Partner

Philadelphia, PA

Tel: 215.299.2010

Fax: 215.299.2150

mmccreary@foxrothschild.com

As Chief Privacy Officer and co-chair of the Privacy and Data Security Practice, Mark focuses a segment of his practice on compliance with privacy-related laws, rules and regulations as well as responses in the event of a data breach. Because of the incredibly wide range of applicable laws, rules and regulations, Mark understands that advising on privacy-related issues is not an area of law that should be practiced “on the side,” and diligently stays up-to-date on this ever-changing field. Mark, who is CIPP/US certified by the International Association of Privacy Professionals, regularly prepares privacy policies (both intra-company and for customers), handles privacy issues under the Gramm-Leach-Bliley Act and related requirements for the privacy of consumer financial information (including the Fair Credit Reporting Act (FCRA)), prepares data security plans and assists with data breach responses and notifications.

Mark’s [Privacy Desk Reference](#) is a concise set of guidelines for protecting your business from existing and future threats, and plugging existing data security holes. Download it here or contact Mark for a copy you can share with your Chief Privacy Officer.

Mark also practices intellectual property and the law of the Internet. He prosecutes various intellectual property matters, negotiates transactions, and provides counsel on a wide range of technology-related matters including:

- copyright application, analysis, protection, and enforcement
- trademark availability opinions, application preparation, and licensing
- patent licensing
- software licensing and digital data security protection
- Internet hosting, design agreements, and data-sharing agreements
- preparation and launch of Website e-commerce stores
- online transactions
- product and brand integration with operating systems and related advertising agreements
- administrative and federal domain name ownership challenge procedures involving the Internet Corporation for Assigned Names and Numbers (ICANN) domain name dispute resolution procedure, the Federal Anti-Cybersquatting Act, and anti-cybersquatting claims in general

In addition, Mark serves as the firm’s Corporate Administrative Partner in Philadelphia, and practices general corporate and mergers and acquisitions law, which includes:

- drafting confidentiality policies, employment agreements and non-competition agreements
- analyzing the exposure of prospects in potential acquisitions
- providing advice on venture capital offerings and securities filings

Mark also has significant experience handling bankruptcy matters for businesses, debtors and trustees. Mark has substantial experience prosecuting and defending avoidance actions. After more than fifteen years of experience managing avoidance action programs on behalf of trustees, Mark has streamlined these programs to be efficient and provide the maximum return to the applicable bankruptcy estates, including in the following cases:

- Winstar Communications, Inc.
- Dollarland, Inc.
- Pennsylvania Gear Corporation
- Cytometrics, Inc.
- Ultimate, Inc.
- Forest City Auto Parts
- Langston Corporation
- Automata International, Inc.
- Midland Steel Products
- The Gingiss Group, Inc.
- AM Communications
- Zoom Media Group, Inc.
- U.S. Wood Products, Inc.
- Phoenix Structures and Services, Inc., and C&S Fabricators, Inc.
- Channel Master Holdings, Inc.
- Breuners Home Furnishings Corp.
- American Remanufacturers, Inc.
- Joan Fabrics Corporation
- Hospital Partners of America, Inc.
- Sports Collectibles Acquisition Corp.
- Weisman Discount Home Centers, Inc.
- Downey Financial Corp.
- WBE, LLC f/k/a Everything But Water, LLC
- Axiant, LLC
- Bionol Clearfield, LLC
- Cycle World of Cherry Hill, Inc.
- Hess Industries
- Transvantage Solutions

Among his leadership roles, Mark serves as the firm's Hiring Partner and a member of the Firm's Finance Committee.

Beyond Fox Rothschild

Mark writes for numerous legal and technology publications and is a frequent media source on these issues.

Client Resources



GDPR Check App

Compliance made simple. GDPR Check makes it easy for companies to gauge their compliance with the EU's General Data Protection Regulation – a complex set of data privacy rules governing the personal data of all EU citizens. The app maps an organization's data management practices and policies across 17 areas to help determine GDPR compliance. It's now easier for businesses to understand GDPR law and avoid heavy noncompliance penalties.

GDPR Check is available for free download in the [Apple App](#) and [Google Play](#) stores.

Data Breach 411 App

Sensitive data. Gone. Stolen by faceless thieves who breached the company's seemingly secure network. But combatting potential catastrophe and navigating proper response protocol has never been easier, thanks to a new iPhone app launched by Fox. Mark was instrumental in the creation of the app, which promises a guide to swift damage control at the fingertips.

The app is currently available for free in the iTunes Store. To download it, [click here](#).

Privacy Compliance & Data Security Blog

Mark is an author of the firm's [Privacy Compliance & Data Security Blog](#). This blog helps readers navigate through the policies and best practices of data breach response and covers topics such as compliance with data protection laws and regulatory enforcement and litigation as well.

Honors & Awards

- Named to a list of Trailblazers in Cyber Security Law by *The National Law Journal* (2016)
- Named among the "Best Attorneys in Business" by *Philly Biz* (2016)
- CIPP/US certified by the International Association of Privacy Professionals
- Named among the "Pennsylvania Rising Stars" by *Philadelphia Magazine and Law & Politics Magazine* (2006, 2007, 2008 and 2010)

Practice Areas

- Corporate
- Privacy and Data Security
- Technology
- Automotive
- Emerging Companies & Venture Capital
- Financial Restructuring & Bankruptcy
- Intellectual Property
- Mergers and Acquisitions
- REITs
- Trade Secrets
- Trademarks

Bar Admissions

- Pennsylvania

- New Jersey

Education

- Southern Methodist University School of Law (J.D., 1998)
- Villanova University (B.A., 1995)

Memberships

- American Bar Association
- Pennsylvania Bar Association
- Philadelphia Bar Association
- International Association of Privacy Professionals
- Villanova University Paralegal Studies Advisory Committee

Firm Leadership

Mark serves in a variety of leadership roles within the firm, including Chief Privacy Officer, Co-Chair of the Privacy and Data Security Practice, Co-Chair of the firm's Technology Practice, Corporate Administrative Partner in Philadelphia, Firm Hiring Partner and a member of the Firm's Finance Committee.

As the firm's first Chief Privacy Officer, Mark is responsible for directing and maintaining the firm's ongoing commitment to protecting the confidential and personal information of clients and employees. In this role, he focuses on:

- Reviewing existing policies and formulating new policies regarding the collection, handling, storage and use of confidential and personal information in the possession of the firm.
- Reviewing existing practices and implementing new practices and standards concerning the collection, handling, storage and use of confidential and personal information on all firm devices, as well as physical documents and records.
- Responding to client requests and inquiries regarding the firm's confidentiality, privacy and security policies and practices.
- Developing educational programs for the firm on confidentiality, privacy and security policies and best practices.

Data Privacy Work

Mark focuses a segment of his practice on compliance with privacy-related laws, rules and regulations, both domestic and international, as well as responses in the event of a data breach. As the firm's Chief Privacy Officer and co-chair of the Privacy and Data Security Practice, Mark has in-depth experience with the data privacy and security issues facing companies on a daily basis.

Because of the incredibly wide range of applicable laws, rules and regulations, Mark understands that advising on privacy-related issues is not an area of law that should be practiced "on the side," and diligently stays up-to-date on this ever-changing field. He regularly prepares privacy policies (both intra-company and for customers), handles privacy issues under the Gramm-Leach-Bliley Act and related requirements for the privacy of consumer financial information,



including the Fair Credit Reporting Act (FCRA), prepares data security plans and assists with data breach responses and notifications.

Mark is a regular contributor to the firm's [Privacy Compliance & Data Security Blog](#), which helps readers navigate through the policies and best practices of data breach response and covers topics such as compliance with data protection laws and regulatory enforcement and litigation as well. He authored a Privacy Desk Reference, which can be downloaded at <http://tinyurl.com/PrivacyDeskReference>, and was also instrumental in the development of the firm's Data Breach 411 iPhone app, which promises a guide to swift damage control at the fingertips. The app is currently available for free in the iTunes Store. To download the app, [click here](#).

Publications

August 9, 2017

Notes From A Law Firm Chief Privacy Officer: CPO vs. CISO

Law360

June 28, 2017

Answers About the Most Recent Worldwide Ransomware Attack

Privacy & Data Security Alert

March 2, 2017

Don't Get Caught in 'Phishing Season'

Privacy and Data Security Alert

November 10, 2016

Major Change Coming to the U.S. Copyright Office's Registered Agent Database

Corporate Alert

March 14, 2016

Latest Cyberattack Targets Workers With Access to Sensitive Data

Privacy and Data Security Alert

March 10, 2016

Views From The Data Security Front Line

Law Practice

October 4, 2013

New California Law Requires Disclosure of Websites' 'Do Not Track' Policies

Privacy and Data Security Alert

September 2, 2011

Breach Notification: Time for a Wake Up Call

CIO Insight

2011

The Facebook Privacy Breach

Lawyer2Lawyer

First Quarter 2011

Why the Time for Security and Privacy Insurance Has Arrived

Staying Well Within the Law

First Quarter 2011

Staying Well Within the Law

March 7, 2011

Why the Time for Security & Privacy Insurance Has Arrived

Bloomberg Law Reports

May 6, 2010

Preparing Your Business' Response to a Data Breach

Corp! Magazine

April 13, 2009

How To Be a Privacy Hero (And Save Your Business or Job in the Process)

October 2008

Historic Spike in LIBOR Signals Opportunity to Save on Some Commercial Loan Rates

Corporate Department Alert

November 2004

New California Privacy Law Catches Companies Unprepared

Intellectual Property: A Supplement to The Legal Intelligencer and Pennsylvania Law Weekly, The Legal Intelligencer

July 2004

New California Privacy Law May Catch Companies Unprepared

Alert

February 2004

Pennsylvania Uniform Trade Secrets Act

Alert

November 2003

State of the Fight Against Spam: Does California Have the Answer?

The Legal Intelligencer

Spring 2002

The Duty to Treat Online and Offline Data the Same

Business Briefs by Fox Rothschild O'Brien & Frankel, LLP

February 2002

Ensuring that A Company's Practices Comport with a New FTC Position on Privacy Help

Start-Up & Emerging Companies Strategist

October 25, 2001

An Interactive System Use Policy to Help Avoid Digital Security Risks

Law.com



October 2001

Determining Whether a Company Must Comply Help with the Gramm-Leach-Bliley Act

Start-Up & Emerging Companies Strategist

September 2001

An Interactive System Use Policy to Help Avoid Digital Security Risks

Start-Up & Emerging Companies Strategist

July 2001

Protect Trademarks Under New 'Dot Biz' Domain Names: Submit Claims Under New Procedure by August 6, 2001

Alert

Summer 2001

Privacy Requirements: Did You Act By July 1, 2001?

Business Briefs by Fox Rothschild O'Brien & Frankel, LLP

Summer 2001

Pennsylvania's Decennial Filing Requirements: Risk of Losing Names, Insignias or Marks

Business Briefs by Fox Rothschild O'Brien & Frankel, LLP

April 2001

Pennsylvania's Decennial Filing Requirements: Risk of Losing Names, Insignias or Marks

Alert

March 2001

Trademarks in the Insurance Industry

The Pulse by the Pennsylvania Association of Mutual Insurance Companies

Spring 2000

Pennsylvania's Decennial Filing Requirements: Risk of Losing Names, Insignias or Marks

Non-Profit Council of the Greater Philadelphia Chamber of Commerce

Events

Developments in Privacy & Data Security for MedTech

February 22, 2018 at 7:30am – 9:00am

Fox's Minneapolis Office

Hosted by: Fox Rothschild LLP

Privacy and Security Training: Obligations of Confidentiality and Safekeeping

February 22, 2018 at 8:45am – 4:30pm

Minnesota CLE Conference Center

Hosted by: Minnesota CLE: Advanced Employee Benefits Workshop

Privacy and Security Training: Obligations of Confidentiality and Safekeeping

December 6, 2017 at 9:00am – 10:00am
Top of the Tower
Hosted by: ALM and The Legal Intelligencer

Staying One Step Ahead: Developments in Privacy & Data

November 7, 2017 at 2:00pm – 6:30pm
Fox Rothschild LLP
Hosted by: Fox Rothschild LLP and Kroll

Cyber Liability Risks I

November 1, 2017 at 3:00pm – 4:00pm
Webinar
Hosted by: American Staffing Association

Privacy, Security Considerations and Tips: Obligations of Confidentiality and Safekeeping

September 20, 2017
Hosted by: ALA Independence Chapter

Health & Welfare Updates and MHPAEA Disclosures

September 15, 2017 at 8:30am – 9:30am
Fox Rothschild Minneapolis Office
Hosted by: Fox Rothschild Employee Benefits CLE Roundtable

Can't Touch That: Best Practices for Health Care Workforce Training on Data Security and Information Privacy

August 30, 2017 at 12:00pm – 1:00pm
Webinar
Hosted by: Fox Rothschild LLP/HFMA NJ Chapter

Confidentiality Issue Spotting

July 27, 2017
Pennsylvania Convention Center
Hosted by: City of Philadelphia Law Department Summer CLE Program

Understanding Security Threats to Better Collaborate

July 18, 2017
Austin, Texas
Hosted by: American Association of Law Libraries

Updated Federal Regulations Contractors Must Know – Cyber Security, Ethics & Compliance, SBA All-Small Program, & More

May 1, 2017 at 3:30pm – 5:30pm
The Mayflower Hotel
Hosted by: The Associated General Contractors of America: Federal Contractors Conference

Cracking Digital

February 21, 2017
Tel Aviv
Hosted by: Israel Export Institute, Peres Center for Peace and Innovation and the Foreign Trade Administration



Cybersecurity Challenges in the Legal Profession

October 7, 2015 at 8:00am – 3:00am

The Union League of Philadelphia

Hosted by: Association of Corporate Counsel

Your Business in 2015: Strategies for Managing Tax, Marketing and Cybersecurity Challenges in an Online World

January 13, 2015 at 8:00am

The Radnor Hotel

To App or Not To App?

August 18, 2014 at 2:30pm

Gaylord Opryland Resort & Convention Center

Hosted by: ILTA's 37th Annual Educational Conference

Major Recent Developments in Telemarketing and Texting Rules for Business

January 7, 2014

Hosted by: Fox Rothschild LLP

Find it Free and Fast on the Net: Strategies for Legal Research on the Web

December 16, 2011

Hosted by: National Business Institute

Privacy, Data Security and Data Breaches

June 28, 2011

Hosted by: College and University Professional Association for Human Resources

Common Legal Pitfalls for Small Business: Don't Put Your Company At Risk

March 3, 2011

Huntingdon Valley Country Club

Hosted by: Eastern Montgomery County Chamber of Commerce

Preparing for and Responding to a Data Breach: Measuring the Scope, Identifying Notification Requirements and Determining Appropriate Responses

October 19, 2010

The Union League

Hosted by: Data Privacy Protection for Life and Health Sciences: Complying With Divergent Privacy Laws in the U.S., EU and Abroad

CIO Forum & Executive IT Summit

May 25, 2010

Crowne Plaza Valley Forge

Hosted by: Premier Event Management

Data Retention and Security

March 18, 2010 at 5:00pm

Doubletree Guest Suites

Hosted by: American Society of Appraisers

Data Privacy Compliance and Breach Response

May 19, 2009

Hosted by: National Restaurant Association 2009 Show

Opportunities for Entrepreneurship for the non-U.S. Citizen: A Legal Perspective

November 18, 2008

Laurence A. Baiada Center

Hosted by: Laurence A. Baiada Center for Entrepreneurship and the Graduate Entrepreneurship Club

Opportunities for Entrepreneurship for the non-U.S. Citizen: A Legal Perspective

November 16, 2008

Hosted by: Baiada Center-Graduate Entrepreneurship Club

Find it Free and Fast on the Net

December 14, 2007

Hosted by: National Business Institute

News

January 11, 2018

Fox Rothschild Launches GDPR App To Prepare Businesses for Pending Regulations

August 14, 2017

Lawyers May Soon Be Able To Fly Privacy Specialist Banner

Bloomberg BNA

July 27, 2017

Having a Chief Privacy Officer Reassures your Firm's Clients

Law360

June 27, 2017

Merck Hack Part of a Massive Global Attack

Philly.com

June 16, 2017

Elizabeth Litten and Mark McCreary Named Chairs of Nationwide Privacy and Data Security Practice at Fox Rothschild

April 26, 2017

Fox Rothschild's Cybersecurity Practice Lauded by BTI

March 1, 2017

Law Firms Must Manage Cybersecurity Risk

The ABA Journal

October 31, 2016



Fox Partners Scott Vernick and Mark McCreary Named to List of Trailblazers in Cyber Security Law by National Law Journal

October 31, 2016

Trailblazers: Cybersecurity & Data Privacy

The National Law Journal

June 30, 2016

Mark McCreary and Dan Reiter Named Among the Best Attorneys in Business by Philly Biz

June 27, 2016

Best Business Lawyers

Philly Biz

March 18, 2016

Mark McCreary Earns Prestigious Certification From International Association of Privacy Professionals

February 24, 2016

Latest Qualification for Cyber Security? No Law Degree

Bloomberg BNA

February 1, 2016

DealWire: Closing Q4 Deals

ACG Philadelphia

January 13, 2016

How Secure are Wearables, Anyway?

Network World

January 1, 2016

New Top-Level Posts Grow From Law Firm Tech Expertise

ABA Journal

December 29, 2015

Boutique Firm Grabs and Leadership Shuffles Highlighted Big Law's Year

The Legal Intelligencer

December 18, 2015

Age of Transparency

Crain's New York Business

December 4, 2015

Fox Team Represents Eagle National Bank in its \$24 Million Acquisition by ESSA Bancorp

December 4, 2015

Presence of Kids' Data Boosts Stakes In VTech Breach

Law360

November 16, 2015

6 Legal Tech Security and Privacy Moves You Need to Know

Legaltech News

November 13, 2015

A 'Client Magnet,' or Just the New Cost of Doing Business

Chicago Daily Law Bulletin

October 26, 2015

People in the News

Philly.com

September 25, 2015

Fox Rothschild Creates Chief Privacy Officer Role

The Legal Intelligencer

September 25, 2015

McCreary Named Fox Rothschild's New CPO

IAPP

September 24, 2015

Fox Rothschild's Chief Privacy Officer: We See Hackers Every Day

Bloomberg BNA

September 18, 2015

Fox Names Mark McCreary As First Chief Privacy Officer

November 5, 2014

Family Discovers Their Photo is On Advertisements Around the World

CBS Philly

August 19, 2014

Should Law Firms Build Apps

Legal Current

April 28, 2014

The Internet of Things: A Legal and Professional Minefield

Law Technology News

April 7, 2014

End of Windows XP Support Spells Trouble for Some

The Associated Press

January 6, 2014

Data Theft? Data Breach Survival Guide App Now Available on iPhones

January 6, 2014

Fox Rothschild Launches App for Data Breach Responses

Law360

January 2, 2014



Websites Work to Comply with California's DNT Law

Warren's Washington Internet Daily

October 10, 2013

Fox Rothschild Works Pro Bono To Help Bring 2018 Gay Games® to Paris, France

May 10, 2013

Wash. Courts Data Breach Exposes States' Vulnerability

Law360

November 15, 2012

Petraeus Probe Highlights Holes in Outdated Wiretap Laws

Law360

May 11, 2012

Bar Groups Try to Keep Up With the Cloud

Thomson Reuters News & Insight

January 28, 2012

On Data Privacy Day, Expert Asks, 'What Are You Doing To Protect Your Info?'

CBS 3

November 1, 2011

Mobile Apps: Productivity Godsend, Compliance Headache

Compliance Week

July 1, 2011

Hellish Hack

Inside Counsel

July 1, 2011

Gmail's New Domain Authentication Latest Pushback Against Phishing

Marketing Vox

June 1, 2011

Data Breaches at ESPs Spread Security Concerns Throughout Marketing Sector

Digital Marketing News

April 27, 2011

Best in Law Blogs: Sony Hit By Data Breach Affecting 77 Million Gamers

The LexBlog Network

March 9, 2011

Best in Law Blogs: Doing the Math: Average Data Breach Cost Now Up to \$214 Per Record

LexBlog

March 7, 2011

Best in Law Blogs: Supreme Court Tells AT&T It Has No Right to Privacy

LexBlog

December 15, 2010

Best in Law Blogs: Gawker Media Hack Highlights Our Terrible Password Practices

LexBlog

October 21, 2010

Best in Law Blogs: Facebook Again In the Spotlight for Privacy Blunders

LexBlog

June 25, 2010

Best in Law Blogs: FTC Bans Twitter From Misleading Us for 20 Years

LexBlog

May 19, 2010

Best in Law Blogs: FTC Concerned About Retention of Scans on Copy Machines

LexBlog

May 12, 2010

Best in Law Blogs: New Effort at Federal Privacy Law Big On Promises

LexBlog

May 6, 2010

Preparing Your Business' Response to a Data Breach

Corp! Magazine

April 19, 2010

Best in Law Blogs: California Data Breach Notification Revision Gets New Life

LexBlog

March 11, 2010

Best in Law Blogs: Aetna Wins Dismissal on 'Increased Risk of Identity Theft' Damages Sought for Class Action

LexBlog

February 26, 2010

Managing: When Employees Vent

Security Management

February 22, 2010

Pretending To Be You!

CBS-3 News

February 16, 2010

Best in Law Blogs: LexBlog Network: February 16, 2010

LexBlog

February 5, 2010

Agencies on Track To Meet Open Gov. Deadline

Federal Computer Week



January 5, 2010

Congress Works To Revamp Privacy Laws

Compliance Week

October 7, 2009

Buzz: AML First Birthday Bash

AroundMainLine.com

October 1, 2009

Consent Key When Accessing Employees' Protected Web Sites

Inside Counsel

August 7, 2009

Government Rethinks Ban on Tracking Web Site Visitors

FederalComputerWeek.com

May 4, 2009

You've Made Your Mark

Palm Slice

March 25, 2009

GSA signs agreements with Web 2.0 providers

Federal Computer Week

March 6, 2009

Obama tries YouTube alternative

Federal Computer Week

February 17, 2009

Facebook users upset by change in terms of use

The Baltimore Sun

January 19, 2009

GSA, YouTube still at the negotiation table

Federal Computer Week

January 1, 2009

Unraveling the Web of New Legislation

Information Today

September 8, 2008

Readers See Bias in Us Weekly's Take on Sarah Palin

The New York Times

August 12, 2008

Does Apple's iPhone App Killing Open It to Liability?

BNET

March 3, 2008

Wikileaks Returns as Judge Reverses Himself

Newsfactor.com

February 29, 2008

Judge Relents, Restores Wikileaks as Master of Its Domain

E-Commerce Times

February 20, 2008

Free speech debate ignited as judge gags whistleblower site

The Tech Herald

February 19, 2008

Web Host Bows to Court, Shuttters Whistleblower Site

CIO Today

October 2, 2007

PO'd iPhone Owner Plays Discrimination Card

TechNewsWorld

July 10, 2007

Virtual people, virtual sex. But the lawsuit is real.

Court TV

June 25, 2007

When Public Records Are Too Public

The Wall Street Journal Online

December 18, 2006

YouTube Opens Untamed Copyright Frontier

Christian Science Monitor

October 19, 2006

Record Labels Bought YouTube Stakes Before Google Deal

E-Commerce Times

November 12, 2004

Privacy Takes Hit with Every Nosy Stroke

USA Today and The Christian Science Monitor

August 28, 2004

The Real Estate Privacy Scare

The Ocala Star-Banner (Ocala, Florida)

July 1, 2004

Dermatology Practice Websites 301: What's Next for the 'Net?

Dermatology Business Management

June 25, 2004

Not All Companies Secure Personal Data

The Star-Telegram (Dallas, Texas)



May 18, 2004

Wireless Technology Is Freeing Up the Workforce – and Raising Some Security Concerns

Princeton Business Journal

February 1, 2004

Information Protection 101

IQ Magazine by Cisco Systems, Inc.

October 16, 2002

Waksal Won't Testify About Martha

The Journal News (West Chester County, New York)

May 30, 2002

Caught on the Web

Court TV Online

April 24, 2002

The Information Brokers on the Web Can Reveal Your Personal Information

Kiplinger's Magazine

April 11, 2002

Squeezing Millions From a Phrase

ABCNews.com

October 11, 2001

Deregulated Registration Leads to General Confusion

The Edmonton Journal (Edmonton, Canada)