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Lyndon Group Adds Practice Area: Privacy Leadership Services

New service helps businesses halt customer identity theft

NEWPORT BEACH, Calif. – August 11, 2009 – Lyndon Group (www.Lyndon-Group.com), a premier accounting, finance, Information Technology (IT) and corporate governance professional services firm specializing in project-based engagements, has announced the addition of a practice area specifically tailored for the region's small and middle-market businesses - Privacy Leadership Services. The new service offering empowers businesses to reduce the risk of customer identity theft and data misuse and mismanagement.

Every company that collects, manages, shares and stores personal information faces significant risk from regulatory and legal requirements including damage to a company's reputation, brand and business relationships; legal liability and industry or regulatory sanctions; charges of deceptive business practices, and customer or employee distrust. Lyndon Group's new practice area focuses on helping small and mid-size businesses understand industry-specific privacy issues and develop an ongoing privacy and risk mitigation program addressing current and future requirements.

Elements of Lyndon Group's privacy leadership programs include:

- Development of an inventory of privacy-related assets
- Identification of state, federal and international privacy requirements
- Assessment of existing system controls to identify and document internal and third-party party information safety risks

- Classification of the company's privacy related information
- Recommendations for preventing and/or responding to data breach incidents
- Finalization of ongoing privacy best practices to align with the business' culture and maintain customer trust

“The Identity Theft Resource Center reported a 47 percent increase in data breaches in 2008 vs. 2007, but the surprising fact is that the majority of these breaches are not attributable to hackers, but through mismanagement and misuse of personal information relating to people, processes and policies,” said Eric Nelson, Practice Leader - Privacy and Information Security, Lyndon Group. “Individuals expect their privacy to be respected and their personal information to be protected. With almost daily reports of identity theft, they are no longer willing to overlook a company's failure to protect their privacy and personal information.”

Lyndon Group's practice areas span a wide range of sophisticated business areas including: accounting, finance, IT, governance, risk and compliance.

About Lyndon Group

Lyndon Group is an accounting, finance, IT and corporate governance professional services firm specializing in project based engagements. Services include audit preparation, acquisition support & integration, risk & internal control, SEC Reporting, Sarbanes-Oxley, valuations, ethics and compliance. Founded in 2000, Lyndon Group employs highly experienced professionals, has a low overhead structure and passes the value on to clients. Lyndon Group serves both public and private companies and has professionals engaged at some of the best-known companies in the world, as well as middle market and emerging growth organizations. Visit the Lyndon Group website at www.Lyndon-Group.com for more information.

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