

## Information Retention and Litigation Preparedness Counseling

Information is the lifeblood of any modern company, but keeping more data than is necessary, or failing to retain data the organization is required to keep, creates unnecessary costs and risk. While records management and good information and data practices have long been a staple of well-run organizations, the exponential increase in cybercrimes, the rise of privacy regulations, and the volume, variety of and the velocity with which data is created and accumulated, information governance is no longer just a good business practice – it's a critical one.

Cooley's **information retention counseling** lawyers and technologists can assist you and your team with implementing practical and functional records and information policies, programs, and best practices. They've worked with hundreds of organizations to implement sensible, bespoke information governance strategies that:

- Create defensible information retention, management, and deletion policies and protocols
- Identify, categorize and secure critical, sensitive and confidential information
- Reduce the costs of litigation and discovery
- Improve compliance with retention and privacy regulations – and reduce risk
- Allow you to defensibly delete redundant, outdated and trivial documents with little or no business value
- Boost organizational and employee productivity and improve efficient access to information
- Help develop an internal retention team to orchestrate and manage retention and deletion of company information
- Increase visibility into organizational data to reveal business intelligence opportunities and competitive advantages

### Information retention counseling offerings

Our team provides bespoke guidance on drafting and implementing practical and scalable policies and programs, such as:

- Records retention policies and schedules
- Email and electronic message policies
- Bring-your-own-device and device management policies
- Legal hold response procedures
- Litigation and eDiscovery readiness programs
- Information governance programs
- Data mapping, classification and remediation
- Retention analysis and data disposition consulting
- Information and data confidentiality handling and protection policies
- Digital signature policies
- Departing employee policies and procedures
- Access control policies
- Creation of information governance teams and programs

Now is the time for your organization to start thinking about these issues, as the value of good governance and information habits implemented early in a company's growth is incalculable. Beyond the benefits in return on investment and risk mitigation, governing information is much easier in the initial stages of company development, when you have less information and fewer employees to manage. It's also beneficial in the context of M&A and IPOs, where due diligence often can focus on information practices and potential risk.

The Cooley team's philosophy is to develop practical and implementable solutions – whether it's simply providing guidance to your team along the way or doing the heavy lifting for you. If you're interested in having a brief discussion with one of our information retention counseling professionals, please [let us know](#).