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# Why Cyber Best Practice and Data Governance Is Not a One-Time Exercise

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James Koenig, a partner in Troutman Pepper's Cyber + Privacy Group, appeared in the October 15, 2024 *Nasdaq Trade Talks* video, "[Why Cyber Best Practice and Data Governance Is Not a One-Time Exercise.](#)"

Annmarie Giblin, partner in data privacy and cybersecurity law at Norton Rose Fulbright; Jud Welle, partner in data privacy and cybersecurity at Goodwin; Ivan Shefrin, executive director of managed services at Comcast Business; and James Koenig, partner and co-chair of privacy, cyber, and AI services at Troutman Pepper, join Jill Malandrino on Nasdaq TradeTalks for #CybersecurityAwarenessMonth. They discuss why cyber best practices and data governance are not one-time exercises but rather evolving strategies.

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