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Cybersecurity: Franchisors and Franchisees Beware

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Written by

Almost a year ago this column wrote about privacy and franchising and discussed the various way franchisors and franchisees needed to step up their compliance with several state laws enacted to protect consumer privacy data. Increasingly, you are hearing about security breaches, data leaks and other kind of data theft in the franchise world. This is because frequently the franchise systems operate as a connected mass of franchisees all of whom collect, store and transmit a diverse array of consumer and personal data to the franchisor. In other words, franchisors and franchisee make a nice easy target for cyber theft.