



November 6, 2014
2:45 PM - 4:00 PM

The Savvy Tech User - Utilizing Technology to Grow and Deliver Service in Your Practice

The program will contain a discussion about the ethical and legal challenges that practitioners face as they operate in the cloud. The presentation will analyze ethical opinions from various states. What are some of the pitfalls in your email communications with your client? What are the pitfalls of creating and writing a blog for the public or engaging in social media like Facebook or twitter? What are the ethical do's and don'ts in Internet marketing? We will review the ABA Model Rules of Professional Conduct on these topics.

Program Organizer & Co-Moderator:
Eve Guillergan

Co-Moderator:
Curtis Hom

Speakers:
Bridgette Ahn
Edward S. Cheng
Garn Korn
Jens C. Laundrup
Kyun Yi

Thursday, November 5, 2014

Solo/Small Firm Boot Camp

2:45 - 4:00 PM

The Savvy Tech User: Utilizing Technology to Grow and Deliver Service to Your Practice

SSF Bootcamp – Technology Session - CLE Documents List

Bridgette Ahn’s CLE Documents on Cloud Computing and Ethics

1. Powerpoint Presentation on Ethics in Cloud Computing
2. Arizona Ethics Opinions
3. California Ethics Opinion
4. New York Ethics Opinion
5. Time 59 – About Security and Privacy
6. Time 50 – Terms of Service

Edward S. Cheng’s CLE Documents on Internet Ethics

1. Article by Edward S. Cheng and John Nagle, “Avoiding the Ethical Mindfield of Social Media: Do You Know Who Your Friends Are?”
2. ABA Model Rules of Professional Conduct and Comments

Rule 7.1: Communication Concerning a Lawyer’s Services

Rule 7.2: Advertising

Rule 7.3: Direct Contact with Prospective Clients

3. Massachusetts Rules of Professional Conduct and Comments

Rule 7.1: Communication Concerning a Lawyer’s Services

Rule 7.2: Advertising

Rule 7.3: Solicitation of Professional Employment

Gary Korn’s CLE Documents on HIPAA

1. References to the relevant CFR;
2. Business Associate Agreement between Google (as email & document retention provider) and its Google Apps client; and
3. Business Associate Agreement between a Data Center and a web hosting company that hosts health care professionals and law firms representing health care professionals.