

PRESS RELEASE

Baker Donelson Corporate Attorney Justin S. Daniels Co-Authors *Data Reimagined: Building Trust One Byte at a Time*

October 11, 2022

Baker Donelson attorney Justin S. Daniels, who brings a cybersecurity lens to his corporate M&A practice, has co-authored a book designed to show businesses how to leverage privacy and security practices to transform their relationships with customers and earn their trust.

Data Reimagined: Building Trust One Byte at a Time outlines best practices in establishing and implementing security measures for common vulnerabilities while creating and safeguarding customer trust with proper data use and sharing practices.

"Data is the most precious resource in business today, and how a company chooses to treat customer data is an extension of they treat their customers," said Mr. Daniels. "Companies have the best intentions of protecting their customers' data, but with fast-changing technology, quickly evolving regulations, and persistent threat actors, every transaction is vulnerable. Our goal in writing this book was to provide business executives with a roadmap to not only ensure the privacy and security of their customers' data but also as a competitive advantage to attract and build trust with their customers."

The book's co-author, Mr. Daniels' wife Jodi Daniels, is the founder and CEO of [Red Clover Advisors](#), a boutique data privacy consultancy and one of the few certified Women's Business Enterprises focused exclusively on privacy. This book is the latest venture in the Daniels' family business of cybersecurity and privacy. Mr. and Mrs. Daniels also co-host the podcast "[She Said Privacy/He Said Security](#)".

A shareholder in Baker Donelson's Atlanta office, Mr. Daniels provides corporate advice to growth-oriented and middle-market domestic and international technology businesses and is co-chair of the Firm's Blockchain and Digital Assets Technology practice. He is passionate about cybersecurity and considers it a strategic business enterprise risk that should be addressed at every stage in the business lifecycle. His in-depth cybersecurity experience helps companies take products to market, engage in mergers and acquisitions, negotiate complex contracts, and manage data breaches and ransomware. He founded and led the inaugural Atlanta Cyber Week and is a TEDx and national keynote speaker.

Data Reimagined is available on [Amazon](#).