

IN THE NEWS

Butzel Long attorney Claudia Rast quoted in Crain's Detroit Business article on new EU data privacy rules

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Deadline looms for broad new EU data privacy rules

Is your business ready?

By Doug Henze

Gathering valuable customer data to build marketing profiles has become second nature for U.S. companies in the digital age.

But a culture clash with European regulators — who have been ramping up privacy protections for their citizens — is coming in May. And for U.S. firms not properly handling the data they consider their sales lifeblood, it could get expensive.

[Click here to read the complete article in Crain's Detroit Business \(subscription may be required\).](#)

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