

# Sun-Sentinel

your business

Monday, September 18, 2000

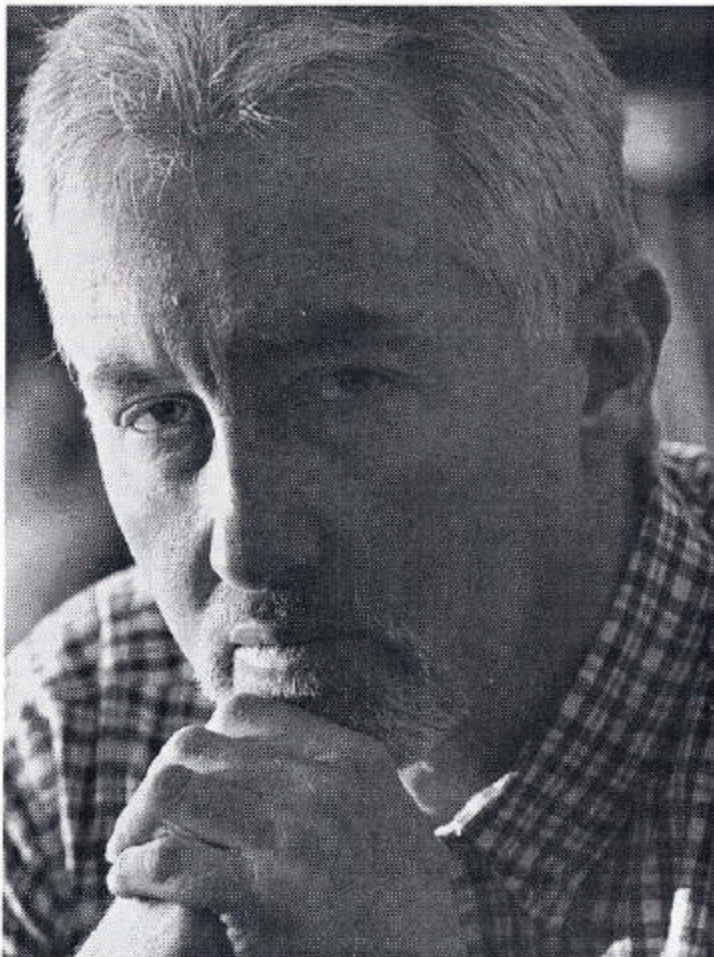
THE WEEKLY GUIDE TO YOUR MONEY, ENTERPRISE AND CAREER

## KEEPING SECRETS

**"If you want something to be secret you better treat it like a secret."**

**William Richey**

MIAMI ATTORNEY REPRESENTING VICTIMS  
OF CORPORATE SPYING



**SLEUTH:** Wayne Black, a corporate spying investigator, says all companies have been victims of a security breach. Being prepared is the best defense.

**Against threats of espionage - both cyber and personal - more companies are worrying about maintaining appropriate lines of defense.**

By NICOLE OSTROW  
BUSINESS WRITER

Inside a dark, smoky bar, a member of your company's new products division sits guzzling a black and tan.

Up walks a young woman who offers to buy your employee a drink. She sits down and starts talking with him about life, hobbies and of course, work. In an effort to win her favor, he starts to tell her about what he does for a living.

During the conversation he continues to drink, and she continues to ask questions. Thinking she's really interested, he starts to brag.

He even goes so far to tell her about the latest technology your company is developing - something not even the marketing department knows about yet - drawing it on a napkin to help explain.

Unknowingly, your employee just passed along secret information to your competitor, who will use it to develop a similar technology.

Welcome to the world of corporate espionage, where competitors will do almost anything to get your company's secrets. As companies get more aggressive and speed to market is of the essence, getting any information on a competitor is key. Because companies can no longer guarantee their proprietary information, they have to devise ways to keep their secrets secret.

The challenge for many companies: restricting the flow of information by plugging the leaks. That could