SpencerFane

Navigating Data Privacy & Cybersecurity Requirements in the Multifamily Housing Industry

September 9, 2025
10:00 am PT - 11:30 am PT

Websites, applications, tenant files, and smart technology, oh my! Apartment owners and operators encounter sensitive, personal information of potential and actual applicants and residents throughout the life cycle of a tenancy. Industry professionals need to know and understand data privacy and cybersecurity concepts and develop strategies for addressing common threats (both internal and external) specific to multifamily housing. Operations attorneys at Spencer Fane frequently receive questions involving these topics. Do any of these sound familiar: "How can we utilize website traffic to improve our marketing?" "Someone wants us to delete their data from our systems. Are we required to do that?" "Can I access the digital lock data to know when to serve a notice on a resident?" "What about thermostat data to see if the residents have abandoned the property?" "A disgruntled employee posted resident data online. Now what?"

In this 90-minute session, Karen McCay (California, Florida) will moderate a panel of legal thought leaders, Spencer Fane attorneys Shawn Tuma (Texas), Mitch Martin (Illinois, Missouri), and Alexandra Samofalova (California), discussing fundamental concepts, legal obligations, and practical strategies relating to data privacy and cybersecurity for the multifamily housing industry. Come with your questions!