



ESIGN: PRACTICAL TIPS ON DESIGNING AND IMPLEMENTING AND EFFECTIVE ELECTRONIC PROCESS FOR THE WARRANTY INDUSTRY

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As business continues its shift to the digital world via the internet and self-service systems, more and more companies are entering the world of e-Matters and the warranty segment is no Exception. As such, it becomes more and more necessary for companies to become familiar with “e-Signature and e-Matters law.” This body of law includes issues related to the validity and enforceability of e-signatures, authentication of the customer, employee or other system users, and the delivery and retention of e-records. This session will provide insight on the legal and practical aspects of effective e-sign and e-delivery processes.

The use of electronic signatures and electronic records to conduct all types of transactions has rapidly taken hold in the US and global economies. As the number of e-transactions increases, the potential for disputes involving electronic signatures and electronic records becomes an essential element in the risk management plans of all types of businesses including extended service contracts and extended warranty.

This session will cover legal and practical aspects of effective e-sign and e-delivery processes and provide a proprietary 6 point framework that has been used successfully by multi-disciplinary teams of security, compliance, legal, IT, marketing, new business and risk managers personnel to understand the risks of using e-signatures and e-delivery methods, and how those risks can be mitigated. The presentation will include an update on case law and regulatory pronouncements.

Participants will learn the following:

- What constitutes an electronic signature
- The basics of e-Signature and e-Matters laws
- A 6 point framework for designing and implementing an effective e-Signature process