



'Elite Wealth Planning Practice Innovations – Data Protection'

By Amy Schwartz and Evan Jehle

For the past two decades, we each have had a front row seat for the changes that have radically altered the multi-family office space. While these shifting tides have been driven by the commercial and fiscal needs of high net-worth individuals, many of the recent advancements in the sector have had a common underlying theme – personal data protection. Now more than ever, bad actors are seeking to exploit affluent individuals and their loved ones through threats to their private information, and it is the responsibility of the Elite Wealth Planning practice to bolster the defenses critical to safeguarding this data.

1. Enhanced Credit Management Solutions

Since the mid-2000s, our team has been at the vanguard of implementing bespoke, expert-backed credit management solutions. Whether it's installing systematic credit freezes, bolstering cybersecurity systems, or ensuring 24/7 access to this critical information, partnering with the right experts to protect credit data has become one of FFO's core service offerings. Our clients cannot advance their professional and personal goals without sound credit, and the long-term benefits of an Elite Wealth Planning practice investing the time and resources into this product offering are invaluable.

2. Identity Theft Protection

In addition to accessing key credit information, hackers and other malicious entities also are seeking to pinpoint gaps in high net-worth individuals' identity protection systems. Over the years, we have had numerous potential clients seek our services following massive breaches that led to dramatic increases in their expenses. This kind of assault can throw anyone's sense of security into doubt, and working with our expert partners in this space has been vital to shoring up our clients' potential vulnerabilities on this critical front.

3. Safeguarding Sensitive Medical Data

As Evan outlined for [Forbes](#) last year, the increasing number of threats to high net-worth individuals' sensitive medical data is a potential security risk that cannot be ignored. In addition to driving up costly insurance premiums, the misappropriation of this extremely personal information can lead – in the worst-case scenarios – to publication of this sensitive data. No one outside of your medical team and your loved ones should have access to this information, and it's critical for the modern multi-family office advisor to ensure that their clients' healthcare data is being safeguarded within the most secure, constantly monitored systems possible.



Threats to our clients' personal data are more prevalent and complex today than when we first helped introduce these key protection programs to the multi-family office sector, and we consistently communicate the evolving nature of these dangers to our clients and their families to ensure they are properly protected. The Elite Wealth Planning practice expands clients' prospects for multi-generational wealth WHILE protecting their short-term fiscal security, and this approach is central to FFO's core mission of consistently advancing our clients' primary goals and aspirations.