



ALYSA Z. HUTNIK

PARTNER

WASHINGTON, D.C. | (202) 342-8603

AHUTNIK@KELLEYDRYE.COM

I REPRESENT LARGE AND SMALL TECHNOLOGY CLIENTS, HELPING THEM APPLY LEGAL OBLIGATIONS NIMBLY TO THEIR MARKETING AND DATA PRACTICES, AND DEFENDING THEM IN GOVERNMENT INVESTIGATIONS WITH MINDFULNESS ON EFFICIENCY AND RESULTS THAT SUPPORT INNOVATION.

Education

University of Maryland School of Law
J.D., Order of the Coif, 2001
Maryland Law Review, executive editor

Haverford College
B.A., 1998

Bar Admissions

District of Columbia, 2002

Maryland, 2001

Courts

U.S. Court of Appeals– First, Fourth and
Ninth Circuits

Alysa Hutnik delivers comprehensive expertise in all areas of privacy, data security and advertising law. Her experience ranges from strategic consumer protection oriented due diligence and compliance counseling to defending clients in FTC and state attorneys general investigations and competitor disputes. Much of Alysa’s practice is focused in the digital and mobile space in particular, including cloud, mobile payment, calling/texting practices and data-focused services.

Ranked as a leading practitioner in the Privacy & Data Security area by *Chambers USA*, *Chambers Global* and *Law360*, Alysa has received accolades for the dedicated and responsive service she provides to clients. The *US Legal 500* notes that Alysa provides “excellent, fast, efficient advice” regarding data privacy matters. In 2013, Alysa was one of just three attorneys under 40 practicing in the area of privacy and consumer protection law to be recognized as a “Rising Star” by *Law360*.

Highly responsive to her clients’ needs, Alysa consistently delivers practical ideas and written deliverables in clear, effective language. An ardent team player and reliable solution-builder, Alysa is both a fierce advocate when needed, while consensus-driven when it benefits her client’s position. Alysa’s ability to prioritize, particularly when it comes to problem-solving, is grounded in listening to each client’s needs, while safeguarding their position. Clients and colleagues alike appreciate Alysa’s support in identifying and addressing “red flags” before serious problems can ensue.

Alysa is a frequent speaker at conferences around the country, as well as on national television news regarding legal privacy and technology-related developments, including appearances on Fox Business News and Al Jazeera America.

Prior to joining the firm, Alysa was a federal clerk for the Honorable Joseph R. Goodwin, United States District Judge, Southern District of West Virginia.

Experience

Providing practical legal advice on compliance with privacy, information security and marketing laws and best practices. This include compliance with federal and state laws throughout the U.S., as well as international laws such as the General Data Protection Regulation (GDPR). These efforts also include strategic advice applicable to the enterprise, and advertising and marketing practices; “privacy by design” efforts in developing software, apps and platforms; mobile payment compliance; and designing compliance programs to mitigate third-party liability exposure (whether from customers, affiliates, franchisees, independent dealers or service providers).

Performing TCPA and related consumer protection due diligence on calling and texting practices and technology solutions, as well as assisting clients in developing and enhancing telemarketing and non-telemarketing calling/texting compliance programs under the TCPA, TSR and state laws.

Assisting clients in proactive efforts designed to prevent data breaches, as well as crisis response and legal obligations upon discovering a potential data breach.

Assisting clients (particularly cloud-based platforms and solution providers) in developing efficient processes for managing and negotiating responses to third-party subpoenas that comply with applicable privacy and other laws, and are not unduly burdensome to the company.

Defending clients in privacy, data security, and advertising and marketing practice-focused investigations by the Federal Trade Commission (FTC) and state attorneys general.

Defending clients in advertising and marketing disputes with customers and competitors, including before the National Advertising Division and the National Advertising Review Board, and class action litigation (alleging false advertising and unfair and deceptive practice claims) in state and federal courts.

Honors and Awards

Selected as one of *Washingtonian Magazine's* 2017 “Top Lawyers” in cybersecurity.

Named as a “Rising Star” by *Law360* in the area of Privacy and Consumer Protection Law, 2013.

Ranked nationally as a leading practitioner in the Privacy & Data Security area by *Chambers USA*, 2008–2018.

Ranked as a leading practitioner in the Privacy & Data Security area by *Chambers Global*, 2012–2017.

Recommended in *US Legal 500* for her work in the Marketing & Advertising area, 2011–2014, and Cyber Law area, 2011–2018.

Memberships and Associations

American Bar Association

International Association of Privacy Professionals (IAPP)

Professional Association for Customer Engagement (PACE)

Professional Activities

Alysa is the current Consumer Protection Officer of the American Bar Association (ABA) Antitrust Section. She also has served on the Council of the ABA Antitrust Section, was the past chair of the Antitrust Section's Privacy and Information Security Committee, editor-in-chief of the Section's *Data Security Handbook*, and a co-chair of its 2011 Consumer Protection Conference.

Publications

"How Your Call Records Can Help Your TCPA Defense," *Law360*, July 25, 2018.

"A Privacy Roadmap for Avoiding Big Risks with Big Data," *Inside Counsel*, June 8, 2017.

"Augmented Reality and IOT: Enjoying the Ride, While Avoiding Legal Snafus," *Inside Counsel*, March 29, 2017.

"Navigating the Legal Pitfalls of Augmented Reality," *Internet Marketing Guide to Everything*, September 28, 2016.

"Do's and Don'ts for the Internet of Things: Lessons Learned from FTC Privacy and Security Enforcement," *Bloomberg BNA*, June 1, 2016, co-author.

"A Top 10 Privacy Checklist for Smart Devices," *LAPP, The Privacy Advisor*, April 26, 2016, co-author.

"Securing the Internet of Things: 7 Smart Practices for Smart Devices," *Information Security Buzz*, April 26, 2016, co-author.

"Smart' Ways To Avoid FTC Internet Of Things Scrutiny," *Law360*, April 11, 2016, co-author.

"TCPA Litigation: Key Issues and Considerations Update," *Practical Law The Journal | Litigation*, February 2016, co-author.

"Dial M for Murderous Liability: Maximize TCPA Compliance to Minimize Potentially Devastating Consequences," *Metropolitan Corporate Counsel*, October 19, 2015, co-author.

"Another Privacy Victory For Video Service Providers," *Law360*, October 5, 2015, co-author.

"Stay Tuned for Details: 5 Tips Online Streaming Services Need to Know About the Video Privacy Protection Act," *InsideCounsel*, August 25, 2015.

"TCPA Litigation: Key Issues and Considerations," *Practical Law The Journal | Litigation*, June/July 2015 and July/August 2015, co-author.

"FTC Publishes Internet of Things Report," *The Metropolitan Corporate Counsel*, February 13, 2015, co-author.

"Life's a Breach: Make a New Year's Resolution to be Prepared," *InsideCounsel*, January 7, 2015, co-author.

- “Privacy and Data Security 15 Do’s and Don’ts: Tips for Avoiding FTC Enforcement,” *Bloomberg BNA’s Privacy and Security Law Report*, August 11, 2014, co-author.
- “Mobile Enforcement Continues To Be APPEaling To FTC,” *Law360*, April 17, 2014, co-author.
- “In-App Purchases: When They Are Not Just Child’s Play...,” *The Metropolitan Corporate Counsel*, March 2014, co-author.
- “Food and Consumer Health Product Claims Substantiation: A Comprehensive Guide,” *Food and Drug Law Institute Resources*, December 2013, co-author.
- “FCC Opens The Door To Vicarious Liability For Third-Party Telemarketing Under Certain Conditions,” *The Metropolitan Corporate Counsel*, July/August 2013, co-author.
- “Practical Privacy Takeaways From FTC’s Deal With HTC,” *Law360*, March 4, 2013, co-author.
- “Privacy in the Online Ecosystem: Obligations and Best Practices Are Evolving,” *O’Reilly Strata*, February 15, 2013.
- “Children’s Data (USA),” *DataGuidance*, February 11, 2013, co-author.
- “Cloud Computing and Compliance with Key Consumer Protection Laws and Regulations,” *American Bar Association Section of Antitrust Law*, February 2013.
- “FTC Issues Final Amendment to the Children’s Online Privacy Protection Rule (COPPA): A Detailed Look at What Has Changed,” *The Metropolitan Corporate Counsel*, February 2013, co-author.
- “California Credit Card Privacy Litigation Continues Apace,” *E-Finance & Payments Law & Policy*, December 2012, co-author.
- “Navigating the Legal Pitfalls of Augmented Reality,” *Mashable*, November 21, 2012, co-author.
- “Key Provisions From FTC’s Marketing Guide For Apps,” *Law360*, September 19, 2012, co-author.
- “State Agency Notice Requirements for Data Breaches Chart,” *PLC Law Department*, July 2012, co-author.
- “Insights From the FTC’s Mobile Payments Workshop,” *Law360*, May 4, 2012, co-author.
- “Common Gaps in Information Security Compliance Checklist,” *Practical Law Company*, April 2012, co-author.
- “Location-Based Services: Why Privacy ‘Dos and Don’ts’ Matter,” *LAPP Privacy Advisor*, March 26, 2012.
- “Common Gaps in Information Security Compliance Checklist,” *PLC Law Department*, February 2012, co-author.
- “Data Security Breach Notice Letter,” *Practical Law Company*, February 2012, co-author.
- “State Agency Notice Requirements for Data Breaches Chart,” *Practical Law Company*, February 2012, co-author.
- “5 Privacy Tips for Location-Based Services,” *Mashable*, January 30, 2012, co-author.

- “3 FTC Cases That Could Affect Your Mobile App,” *Mashable*, October 21, 2011.
- “Why Your App Must Comply With Child Privacy Regulations,” *Mashable*, August 18, 2011, co-author.
- “Data Security Contract Clauses for Service Provider Arrangements,” *Practical Law Company*, July 2011, co-author.
- “Senate Hearing Reflects Increasing Focus on Mobile Privacy and Consumer Protection,” *E-Commerce Law Report*, June 2011, co-author.
- “4 Legal Considerations for Building a Mobile App,” *Mashable*, May 26, 2011, co-author.
- “Payment Card Data Pass’ Rules Gain Some Teeth: An Update on the Legal Landscape,” *BNA Privacy & Security Law Report*, March 14, 2011, co-author.
- “Congress Explores Consumer Privacy Protection: New Privacy Legislation and FTC Testimony Indicates Direction of Privacy Legislation,” *E-Commerce Law Report*, September 2010, co-author.
- “Scrutiny on Payment Card Data Pass: Raising the Profile of Personal Information Sharing Among Marketers,” *BNA Privacy & Security Law Report*, June 2010, co-author.
- “Re-Assessing Data Security in 2010: A List of Practical Action Items,” *Metropolitan Corporate Counsel*, May 2010, co-author.
- “Representative Boucher Introduces Privacy Legislation,” *e-Commerce Law Report*, Vol. 12, No. 5, May 2010, co-author.
- “Red Flags Rule Identity Theft Prevention Program Master Policy,” *Practical Law The Journal*, Vol. 2, Issue 3, April 2010, co-author.
- “State Agency Notice Requirements for Data Breaches Chart,” *Practical Law Company*, April 2010, co-author.
- “FTC Warns Companies of Data Leaks on Peer-to-Peer File Sharing Networks,” *Cyberspace Lawyer*, Vol. 15, Issue 2, March 2010, co-author.
- “Health IT Law Addresses Interoperability, Privacy, Security And Deployment Of Electronic Health Records,” *Metropolitan Corporate Counsel*, March 2009, co-author.
- “Early 2009 Shows Active FTC Data Security Enforcement: No Room For Lax Safeguards,” *Metropolitan Corporate Counsel*, March 2009.
- “Data Security Breach Notice Letter,” *PLC Law Department*, February 2010, co-author.
- “Common Gaps in Information Security Compliance Checklist,” *PLC Law Department*, February 2010, co-author.
- “State Agency Notice Requirements for Data Breaches Chart,” *PLC Law Department*, February 2010, co-author.
- “Consumer Protection Law Developments,” *American Bar Association, Antitrust Section*, March 2009.

“New Massachusetts Data Security Requirements Go Into Effect in January 2009,” *Cyberspace Lawyer*, November 2008, co-author.

“New Connecticut Privacy Law Talks Big but Explains Little,” *Connecticut Lawyer*, October 2008, co-author.

Chair, *Data Security Handbook*, American Bar Association, March 2008.

“State Privacy and Data Protection Laws: Let’s Recap,” *Privacy Tracker*, Vol. 1, No. 1, March 2008.

“Federal Trade Commission holds Town Hall meeting on Behavioral Targeting,” *Privacy and Data Security Law Journal*, Vol. 3, No.1, December 2007, co-author.

“Federal Trade Commission and Banking Authorities Issues Identity Theft and ‘Address Discrepancy’ Rules,” *Privacy and Data Security Law Journal*, Vol. 3, No. 1, December 2007, co-author.

“Privacy and Data Security Update: How to Make Certain the Compliance Checklist Is Up-To-Date,” *Privacy and Data Security Law Journal*, Vol. 2, No. 11, October 2007, co-author.

“Protect Yourself,” *PROMO Magazine*, May 2007, co-author.

“Blogging Do’s and Don’ts,” *Internet Law & Strategy*, February 2007, co-author.

“Corporate Blogging: What to Keep in Mind Before You Start Your Own,” *Computer & Internet*, Andrews Litigation Reporter, Vol. 24, No. 14 (December 2006), co-author.

“New State Privacy Laws: Regulating the Use of Social Security Numbers and Requiring Wireless Security Warnings,” *Privacy and Data Security Law Journal*, Vol. 1, No. 8, December 2006, co-author.

“FTC Settles Privacy Case with Nations Title Agency,” *Privacy and Data Security Law Journal*, July 2006, co-author.

“House Judiciary Committee Passes Data Security Bill,” *Privacy and Data Security Law Journal*, July 2006, co-author.

“Case Closed: Learning from Ten Years of Federal Trade Commission Letters Closing Consumer Protection Cases,” *ABA Consumer Protection Update*, Summer 2006, co-author.

“Identity Theft: What’s a Business to Do When a Consumer Calls to Complain about a Fraudulent Payment?,” *Privacy and Data Law Security Journal*, Vol. 1 No. 6 (May 2006), co-author.

“Product Placement and Brand Integration Strategies: Managing the Risks of Regulatory Uncertainty,” *ABA Consumer Protection Update*, Spring 2006, co-author.

“New Privacy Laws Restricting Use of Social Security Numbers: Is Your Business Compliant?,” *E-Commerce Law and Strategy Journal*, February 2006, co-authored with Scott A. Sinder.

“State Data Breach Laws Are Much Alike, But Differ on Some Key Details,” *BNA’s Electronic Commerce and Law Report*, 4 Jan. 2006, co-author.

“Challenging a Competitor’s Advertising Claims,” *The Antitrust Source*, May 2005, co-author.

Client Advisories

“TCPA FCC Petitions Tracker,” November 12, 2018.

“California Enacts Sweeping Privacy Law; Will Other States Follow?,” June 29, 2018.

“FTC Examining How Consumer Protection and Privacy May Be Affecting Innovation and Competition; Seeking Input and Will Hold Policy Hearings to Address,” June 21, 2018.

“CFPB Issues Final Rule Prohibiting Mandatory Pre-Dispute Arbitration Agreements for Consumer Financial Products and Services,” July 19, 2017.

“Congress Repeals FCC 2016 Privacy Order via Congressional Review Act,” April 4, 2017.

“FCC Releases Broadband Privacy Order with Major Implications for All Telecommunications Carriers,” November 9, 2016.

“What You Need to Know About Privacy Shield: An Overview of the New Transatlantic Framework,” July 14, 2016.

“FCC Proposes Sweeping Privacy and Data Security Rules with Significant Potential Impact on the Broadband Ecosystem,” April 8, 2016.

“FTC Releases Report on “Big Data” Offering Practical and Legal Considerations for Businesses,” January 12, 2016.

“A First Look at the FCC’s 2015 TCPA Declaratory Ruling and Order,” July 13, 2015.

“FCC Plans Significant TCPA Rulings That Will Expand and Modify Compliance Obligations,” June 1, 2015.

“Throttled: TracFone Enters \$40 Million Settlement with FTC over ‘Unlimited’ Plans,” February 5, 2015.

“FTC Publishes Internet of Things Report—Best Practices for the Tools that Track Your Health, Your Home, and Everything in Between,” February 3, 2015.

“Insights From the FTC’s ‘Big Data’ Workshop,” September 26, 2014.

“Trade Secrets,” May 27, 2014.

“FCC Issues TCPA Rule Clarifications Related to Package Delivery Notifications and Text-Based Social Networking Applications,” April 3, 2014.

“D.C. Circuit Court Holds that FCC Guidance on Agency Law in TCPA Cases is Not Binding on Courts,” January 23, 2014.

“In-App Purchases: When They Are Not Just Child’s Play...,” January 16, 2014.

“Hacking Your...Oven? FTC Conducts Workshop on ‘Internet of Things’,” November 20, 2013.



“Express Written Consent Requirement for Telemarketing Calls to Take Effect October 16, 2013,” October 9, 2013.

“Jessica Rich Named Director of the FTC’s Bureau of Consumer Protection,” June 17, 2013.

“FCC Opens the Door to Vicarious Liability for Third-Party Telemarketing Under Certain Conditions,” May 15, 2013.

“President Obama To Designate Edith Ramirez as Chairman of the FTC,” March 1, 2013.

“FTC Settles With Mobile Device Manufacturer, Claiming Privacy-By-Design Unfairness and Deception Violations Under the FTC Act,” February 22, 2013.

“FTC Focus on Mobile Apps Continues with New Report on Mobile Privacy Disclosures, February 5, 2013.

“FTC Issues Final Amendments to the Children’s Online Privacy Protection Rule (COPPA): A Detailed Look At What’s Changed,” January 4, 2013.

“FTC Continues to Scrutinize Children’s Mobile Apps and Concludes Privacy Disclosures Are Insufficient,” December 13, 2012.

“FTC Hosts Workshop on Comprehensive Consumer Data Collection,” December 11, 2012.

“FTC Publishes Mobile App Advertising and Privacy Do’s and Don’ts,” September 11, 2012.

“FTC Complaint Holds Wyndham Hotels Accountable for Alleged Data Security Flaws at Independent Franchisee Locations,” June 27, 2012.

“Free Cup of Coffee!* FTC Conducts Workshop On Advertising and Privacy Web and Mobile Disclosures,” June 7, 2012.

“Insights from the FTC’s Mobile Payments Workshop: Potential Roadmap for Industry Best Practices,” May 1, 2012.

“FTC Releases Best Practices for Protecting Consumer Privacy,” April 2, 2012.

“White House Unveils Commercial Online Privacy Framework,” February 24, 2012.

“Insights from Kelley Drye’s 4th Annual Privacy Seminar,” February 22, 2012.

“FTC Releases Proposed Revisions to Children’s Online Privacy Protection Rule (COPPA),” September 16, 2011.

“‘Big Three’ Weigh in on Online Privacy: FTC, FCC and NTIA Testify at Privacy Hearing,” July 19, 2011.

“Product Endorsements and Testimonials,” July 11, 2011.

“Data Security and Data Breach Notification Bills Circulating in Congress,” June 29, 2011.

“Privacy Point-of-Sale Alert: Massachusetts Class Action Argues that Zip Codes Are PII,” June 6, 2011.

“Sony and Epsilon on the ‘Hot Seat’: House Commerce Subcommittee Investigates ‘Historic’ Data Breaches,” June 3, 2011.

“Senate Hearing Reflects Increasing Focus on Mobile Privacy and Consumer Protection,” May 20, 2011.

“Senate Hearing on Mobile Device Location Tracking Highlights Ongoing Concerns Over Consumer Privacy Protections,” May 11, 2011.

“Representatives Stearns and Matheson Introduce Consumer Privacy Protection Act: Proposal Would Expand FTC Enforcement Powers on Privacy, April 15, 2011.

“Senators Kerry and McCain Introduce Consumer Privacy Bill of Rights: Telecom Providers, Retailers, and Other Businesses Are Within the Bill’s Scope,” April 13, 2011.

“Google Buzz Settlement Includes Two Privacy Settlement ‘Firsts’ for the FTC,” March 30, 2011.

“Senate Hearing on Consumer Privacy Highlights Pending Legislation,” March 18, 2011.

“Insights from Kelley Drye’s 3rd Annual Privacy Seminar,” January 24, 2011.

“FTC Releases Proposed Framework for Protecting Consumer Privacy,” December 8, 2010.

“Senate Commerce Committee Holds Federal Data Security and Data Breach Legislation Hearing,” September 24, 2010.

“Congress Explores Consumer Privacy Protection: New Privacy Legislation and FTC Testimony Indicates Direction of Privacy Regulation,” July 30, 2010.

“Representative Boucher Introduces Privacy Legislation,” May 5, 2010.

“Federal Trade Commission Holds Final Privacy Roundtable,” March 29, 2010.

“Washington State Enacts PCI Bill,” March 25, 2010.

“FTC Warns Companies of Data Leaks on Peer-to-Peer File Sharing Networks,” February 24, 2010.

“Federal Trade Commission Continues to Explore Consumer Privacy Protection Measures,” February 3, 2010.

“Insights From Kelley Drye’s 2nd Annual Privacy Law Seminar,” November 30, 2009.

“FTC Issues New Health Records Data Breach Notification Rules and Massachusetts Modifies Data Security Rules,” August 27, 2009.

“Maine Enacts Comprehensive Legislation Regulating the Collection, Disclosure, and Use of Minors’ Personal Information,” July 30, 2009.

“Senate Subcommittee Holds Hearing on Advertising Trends and Consumer Protection,” July 27, 2009.

“FTC Approves Final Consent Order on Mortgage Company’s GLBA Violations,” June 19, 2009.

“FTC and Department of Health and Human Services Settle with CVS over Allegations that the Company Failed to Protect the Privacy of Customer and Employee Personal Information,” February 27, 2009.

“Massachusetts (Again) Revises the State’s Data Security Regulation: Compliance with Entire Regulation Extended Until Jan. 2010,” February 17, 2009.

“FTC Settles With Computer Company Over Data Breach Charges,” February 9, 2009.

“FTC Files Data Security Complaint Against Mortgage Broker; Reminder Of Increased Regulatory Scrutiny Of Businesses’ Data Security Practices,” January 23, 2009.

“Extension Provided for Compliance with New Massachusetts Data Security Regulation—Tiered Compliance Dates Now in Effect,” November 18, 2008.

“New FTC Data Breach Settlement Involving Individual Liability and Vendor Controls; NY Releases Data Security Business Guidance,” November 7, 2008.

“Massachusetts Releases Business Guidance on Compliance with the State’s New Data Security Regulation,” November 4, 2008.

“New Massachusetts Data Security Requirements Go Into Effect In January 2009,” October 2, 2008.

“Sweeping Connecticut SSN Bill Signed Into Law,” June 10, 2008.

“FTC Announces Review of Environmental Marketing Guidelines,” December 12, 2007.

“FTC Issues Identity Theft and Address Discrepancy Rules,” November 28, 2007.

“Federal Trade Commission Holds Town Hall Meeting on Behavioral Targeting,” November 12, 2007.

“TCPA Does Not Preempt State Telemarketing Statutes,” May 9, 2007.

“FTC’s Workshop on Negative Option Marketing,” February 2, 2007.

“Endorsements and Testimonials in Advertising: FTC Request for Comments,” January 19, 2007.

“Novel Class Actions Seek Application of California Eavesdropping Law to Ordinary Course of Business Telephone Monitoring and Recording,” November 10, 2006.

“New State Privacy Laws: Regulating the Use of Social Security Numbers and Requiring Wireless Security Warnings,” October 10, 2006.

“House Judiciary Committee Passes Data Security Bill,” May 30, 2006.

“FTC Settles Privacy Case With Nations Title Agency,” May 16, 2006.

“House Energy and Commerce Committee Passes Data Security Bill,” March 31, 2006.

“Congressmen Stearns and Barton Release Draft Data Security Legislation,” July 5, 2005.

“FTC Settles Landmark Data Security Breach Case,” June 21, 2005.

“Rules of the Road: Following Unsolicited Commercial Email (UCE) Requirements,” January 1, 2005.

“Health Savings Accounts,” March 1, 2004.

Speaking Engagements

“Living in the Modern World: What to Expect Following the FTC’s Hearings on Competition and Consumer Protection in the 21st Century,” Consumer Protection Conference, Nashville, TN, February 5, 2019.

“Does Brexit Affect You? and How to Protect Your Business,” Kelley Drye Webinar, November 27, 2018.

“The Current Landscape of Competition and Consumer Protection Law and Policy,” FTC Hearing #1: Competition and Consumer Protection in the 21st Century, Washington, D.C., September 13, 2018.

“Local Flavor: Attorney General Panel,” Advertising and Privacy Law Summit, Washington, D.C., May 3, 2018.

“Privacy and Technology & IP Forums: High Tech/Innovation Conference,” ACC National Capital Region, McLean, VA, April 26, 2018.

“Beyond NAIC and DOI: How other laws, enforcement agencies and consumer complaints can influence your advertising practices,” 17th Annual IAdCA Conference, Austin, TX, April 4, 2018.

“Assessing the D.C. Circuit's TCPA Decision,” Webinar, April 3, 2018.

“Avoiding Privacy/Security Legal Snafus in VR/AR,” SXSW Conference, Austin, TX, March 14, 2018.

“A New Look: Adding GDPR to your Data Protection Wardrobe,” Kelley Drye Fashion & Retail Law Summit, New York, NY, January 18, 2018.

“Executive Briefing: Legal Best Practices for Making Data Work,” Strata Data Conference, New York, NY, September 27, 2017.

“Data Analysis Questions You're Afraid to Ask, But Need Answered,” Interop ITX, Las Vegas, NV, May 17, 2017.

“IoT is Coming: Beware the Privacy & Legal Gotchas,” Interop ITX, Las Vegas, NV, May 17, 2017.

“Cybersecurity—Beyond Russia and WikiLeaks,” The First 100 Days Seminar, Washington, D.C., May 3, 2017.

“Moving to the States: Update on and Lessons Learned from Prior State Attorney General Enforcement Actions,” Kelley Drye Webinar, April 25, 2017.

“Multi-State Privacy/Security Investigations: Expert Roundtable,” Global Privacy Summit 2017, Washington, D.C., April 20, 2017.



“Doing Data Right: Legal Best Practices for Making Your Data Work,” Strata + Hadoop World 2017, San Jose, CA, March 16, 2017.

“C’est Chic: Privacy and Data Security Trends in the U.S. and Across the Pond,” Kelley Drye Fashion & Retail Law Summit, New York, NY, January 19, 2017.

“TCPA/FCC Regulatory Compliance,” Professional Association for Customer (PACE), Salt Lake City, UT, December 8, 2016.

“Federal and State AG Enforcement on Cyber Security, Data Privacy, and Protection,” 20th Advanced Global Legal and Compliance Forum on Privacy & Security of Consumer and Employee Information, San Francisco, CA, October 13, 2016.

“Mechanics of Data Security: Building One’s Own Security Program, Making Sure One Is Prepared, Governance, Strategy for When to Notify, and Reputation Management,” 19th Advanced Global Legal and Compliance Forum on Cyber Security and Data Privacy and Protection, Chicago, IL, June 24, 2016.

“Nothing to See Here: Best Practices to Avoid Becoming the Next Cyber Scandal,” 2016 Advertising and Privacy Law Summit, Washington, D.C., June 8, 2016.

“In Retrospect: In-Depth Look At Key Consumer Protection Cases,” Spring Meeting of the American Bar Association Section of Antitrust Law, Washington, D.C., April 6, 2016.

“It’s a brave new world: Avoiding legal privacy and security snafus with big data and the IoT,” Strata + Hadoop World 2016, San Jose, CA, March 30, 2016.

“The Financial Regulation of the Third Platform—the Cloud, Big Data, Social Media, and Mobile Devices,” Bloomberg BNA Webinar, October 28, 2015.

“The TCPA Thicket: Making Sense of the FCC’s Latest Ruling,” Webinar, July 17, 2015.

“Rolling Out Your Global IoT product—Practical Considerations to Keep in Mind,” TRUSTe Annual Internet of Things (IoT) Privacy Summit, Menlo Park, CA, June 17, 2015.

“2015 Advertising and Privacy Law Summit,” Kelley Drye Seminar, Washington, D.C., June 11, 2015.

“It’s Personal: Employee Privacy and Data Protection Issues in the Connected Workplace,” Kelley Drye Seminar, New York, NY, June 2, 2015.

“Consumer Protection Fundamentals,” ABA’s 63rd Antitrust Spring Meeting, Washington, D.C., April 15, 2015.

“Examining The FTC’s Report on the Internet of Things,” Webinar, February 23, 2015.

“Strategies for Avoiding Big Privacy ‘Don’ts’ with Personal Data,” Strata + Hadoop World: Make Data Work, San Jose, CA, February 19, 2015.



“2014 Telemarketing/Text Compliance Legislation Review & What’s On The Horizon for 2015,” Webinar, February 11, 2015.

“Consumer Protection Hot Topics,” October 30, 2014.

“TCPA Class Action Lawsuits,” 2014 PACE Leadership Summit, Washington, D.C., October 20, 2014.

“Call Me Maybe? Key TCPA Developments,” Kelley Drye Webinar, October 1, 2014.

“Regulatory Enforcement: Updates from North America and the EU,” IAPP Privacy Academy, San Jose, CA, September 19, 2014.

“ALL I DID WAS SEND A TEXT! Commercial Electronic Messages on the New Media World: The Telecommunications Privacy Act and New Canadian Anti-Spam Legislation,” WESFACCA, July 31, 2014.

“How Retailers and Restaurants Can Manage Cyber Risk,” Marsh USA, Webinar, July 17, 2014.

“Internet of Things Privacy Summit,” TRUSTe Powering Trust Event, Silicon Valley, CA, July 10, 2014.

“TCPA Litigation Trends,” Credit Card Bank Compliance Association Spring 2014 Conference, May 15, 2014.

“Regulatory Enforcement: Around the World in 90 Minutes,” IAPP Global Privacy Summit, Washington, D.C., March 7, 2014.

“Antitrust Update for In-House Counsel,” American Bar Association Corporate Counseling Committee, Washington, D.C., February 4, 2014.

“Internet of Things: Compliance Strategies and Upcoming FTC Guidance,” Law Seminars International, Teleconference, January 23, 2014.

“Advertising and Privacy Law Summit: New Technology, New Practices and the Changing Law,” Kelley Drye Seminar, Washington, D.C., June 27, 2013.

“Privacy in the Cloud—Will It Float?” 61st Spring Meeting of the ABA Section on Antitrust Law, Washington, D.C., April 11, 2013.

“Privacy: The Large Scale Issues,” NYLS Advertising Trends in Consumer Class Actions, New York, NY, April 2, 2013.

“Strategies for Avoiding Big Privacy ‘Don’ts’ with Personal Data,” O’Reilly Strata Conference, Santa Clara, CA, February 27, 2013.

“Privacy and Data Security,” Law Seminars International Conference on Gamer Technology Law, Seattle, WA, October 5, 2012.

“Privacy & Information Security Update,” American Bar Association Section of Antitrust Law Webinar, October 2, 2012.



“Privacy Law Symposium: Enforcement, Litigation and Risk Management,” Kelley Drye Seminar, Los Angeles, CA, April 23, 2012.

“Top New Privacy Issues for All Location Companies,” Where Conference 2012: Location Marketing Boot Camp, San Francisco, CA, April 2, 2012.

“Avoiding an FTC Privacy Investigation and What to Do When You Find Yourself the Target of One,” IAPP Global Privacy Summit, Washington, D.C., March 9, 2012.

“Privacy in 2012: What to Watch Regarding COPPA, Mobile Apps, and Evolving Law Enforcement and Public Policy Trends,” Kelley Drye Seminar, Washington, D.C., February 16, 2012.

“New Restrictions on U.S. Internet Sales: Data Passes, Negative Opinions, Automatic Renewals and Recurring Charges,” American Bar Association Webinar, November 29, 2011.

“How Current Laws and Regulations Apply to Mobile LBS,” FCBA CLE Seminar, Washington, D.C., November 16, 2011.

“Mobile and Handheld Device Gaming,” LSI Gamer Technology Law Conference, Seattle, WA, October 3, 2011.

“Privacy & Data Security Update,” Electronic Funds Transfer Association Legislative & Regulatory Council Meeting, Washington, D.C., September 21, 2011.

“New Restrictions on U.S. Internet Sales: Data Passes, Negative Opinions, Automatic Renewals and Recurring Charges,” American Bar Association Annual Meeting, Toronto, Canada, August 6, 2011.

“Mobile Applications: Privacy and Data Security Considerations,” Kelley Drye Webinar, May 16, 2011.

“Privacy & Information Security Update,” American Bar Association Teleseminar, May 4, 2011.

ABA Consumer Protection Conference, Conference Co-Chair, Washington, D.C., February 3, 2011.

“Privacy By Design, Choice and Transparency: What a New Framework Will Mean for Business and Technology,” Washington, D.C., January 20, 2010.

“Retail Data Privacy: Top Issues Driving Investigations and Litigation, and How to Avoid Becoming a Target,” General Counsel Roundtable, New York, NY, August 4, 2010.

“Privacy and Data Security: Strategies for Avoiding Compliance Gaps, Investigations, and Litigation,” Kelley Drye Continuing Legal Education Seminar, New York, NY, May 5, 2010.

“Privacy Law Paradigm Shift: Policymakers Respond to Rapidly Evolving Technologies,” Presented by Kelley Drye, Washington, D.C., November 17, 2009.

“Privacy and the Law: Legal Insights on Data Privacy Trends and Breach Response,” Bank Info Security Podcast, September 11, 2009.



“Internet and Mobile Commerce Security-Legal and Technical Risks, and Recommended Solutions,” Mobile Commerce Conference—The Midwest Chapter of the Federal Communications Bar Association, Chicago, September 24, 2008.

“Practical Knowledge for the New Technology Landscape,” Electronic Retailing Association Annual Conference, Las Vegas, September 21, 2008.

“Data Security and Privacy: Keeping Your Compliance Checklist On-Track,” Presented by Kelley Drye, Chicago, IL, July 16, 2008.

“Determining the FTC’s Seminal Ability to Pair Traditional Regulations with Emerging Internet, Mobile and Wireless Communications Technologies,” ACI’s 2nd Annual Regulatory Summit for Advertisers and Marketers, Washington, D.C., June 17, 2008.

“What You Need to Know About Privacy and Information Security,” 2008 National Compliance Summit, Presented by October Research Corporation, Las Vegas, NV, February 20, 2008.

“Expert Roundtable Discussion on Blogging Legal Compliance,” 29th Annual Promotion Marketing Association’s Promotion Marketing Law Conference 2007, Chicago, IL, November 16, 2007.

“Data Security and Privacy: Keeping Your Compliance Checklist On-Track,” Presented by Kelley Drye, Vienna, VA, October 30, 2007.

“Federal Enforcement Issues—Shared jurisdiction of the FCC and the FTC,” COMPTTEL Plus 2007 Convention & EXPO, Dallas, TX, October 10, 2007.

“Avoiding Government Scrutiny When Marketing to Wireless Devices,” ACI’s 2nd National Advertisers’ & Marketers’ Regulatory Summit, San Francisco, CA, September 19, 2007.

“Protecting Your Business,” Small Business Webcast Presented by Wells Fargo, May 1, 2007.

“Privacy & Information Security Litigation: An Analysis of Government Enforcement and Private Litigation in 2005–07, and Trends for the Road Ahead,” American Bar Association Section on Antitrust Law, Privacy and Information Security Committee General Session Program, Washington, D.C., April 18, 2007.

“Social Media Update: Legal Implications,” Public Relations Society of America Teleseminar, March 13, 2007.

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“Privacy and Data Security Update,” Kelley Drye Continuing Legal Education Program, February 8, 2007.

“December 2006 Privacy Update,” Monthly Teleseminar Presented by ABA Privacy and Information Security and Corporate Counseling Committees, December 14, 2006.

“Goldilocks and the Three Privacy Bears: Is There Too Much, Too Little or Just the Right Amount of Privacy Law?,” Moderator, ABA Section of Antitrust Law Teleconference, October 25, 2006.



“Privacy and Data Security in Technology Transfers, Complex IP Licensing,” Law Seminars International Conference, McLean, VA, October 17–18, 2006.

“Catching the Fox in the Electronic Henhouse: Preventing, Confronting and Controlling Security Breaches and Identity Theft,” American Bar Association Section on Antitrust Law, Consumer Protection Committee General Session Program, Washington, D.C., March 30, 2006.

“Security Breaches and Data Protection Round Table Discussion,” 27th Annual Promotion Marketing Association’s (PMA) Promotion Marketing Law Conference 2005, Chicago, IL, December 1, 2005.