

# Pavel (Pasha) A. Sternberg

PRINCIPAL  
he / him / his

Los Angeles, CA | 310.229.1335  
San Francisco, CA | 415.248.2129  
[psternberg@polsinelli.com](mailto:psternberg@polsinelli.com)



Pasha Sternberg helps companies navigate the complex and ever-evolving landscape of domestic and international privacy and cybersecurity regulations. He advises clients of all sizes and across industries on developing and implementing policies and programs to comply with key regulations, including the CCPA, CPRA, GDPR, HIPAA and GLBA. Pasha assists clients with their proactive and reactive privacy and cybersecurity needs, from data mapping exercises, onto compliance and risk assessments reviews for new products, programs and initiatives, through to investigating and responding to cyber incidents.

Pasha has significant experience representing clients in incident response matters involving malicious employees, sophisticated external attacks and everything in between. He counsels companies through all phases of incident response process — including network containment and restoration, forensic investigation, PR messaging and notification stages — and helps organizations assess and mitigate potential regulatory investigations and litigation risk arising from data breaches and security events.

In the aftermath of data incidents, Pasha guides companies through responding to investigations launched by federal and state regulators as a result of an incident. He has successfully resolved dozens of state and federal regulatory investigations and inquiries on behalf of clients, demonstrating sound incident response practices coupled with proactive compliance measures that minimize the impact of an incident.

Drawing on his early in-house experience helping to coordinate a full-scale privacy program for a major health care organization, Pasha brings a practical understanding of how to manage compliance in real-world complex business environments. His well-rounded background also includes serving as an associate at a global law firm in San Francisco and as a Privacy Breach Response Manager, where he assisted hundreds of companies in responding to cyber incidents.

## Education

- American University, Washington College of Law (J.D., *cum laude*, 2013)
- University of Wisconsin-Madison (B.A., *Dean's List*, 2008)

## Capabilities

- Technology Transactions
- Privacy & Cybersecurity
- Privacy Litigation
- HIPAA/Health Information Privacy & Security
- US State Privacy Laws
- Information Security (InfoSec)
- Data Breach & Incident Response
- Privacy & Cybersecurity Counseling
- Financial Institutions Privacy
- Technology

## Bar Admissions

- Illinois
- California

## Memberships

- American Bar Association
- International Association of Privacy Professionals
  - Certified Information Privacy Manager (CIPM)
  - Certified Information Privacy Professional/United States (CIPP/US)

## Recognition

- Named "Ones to Watch" by *Best Lawyers*® for Technology Law, 2023

# Matters

---

- Represent clients in a range of industries including health care, hospitality, financial services, manufacturing, consumer products and higher education as outside privacy counsel, assisting in maintaining and evolving the clients' privacy programs to be in compliance with applicable federal, state and international privacy laws.
- Represented a nonprofit HIPAA health care provider that is also a Federally Qualified Health Center (FQHC) in responding to a data incident involving approximately 150,000 individuals. Our defense of the resulting class action led to leverage with the plaintiffs and resulted in a favorable class wide settlement while the motion was pending.
- Represented a nonprofit health care organization in responding to a security incident that resulted in notice to approximately 600,000 individuals, making it one of the largest breaches reported that year. We secured a class-wide settlement in the related class action, resolving all claims efficiently and at a fraction of the potential liability
- Represented a technology solutions company and an employee benefits and human resources firm in responding to a data breach affecting the personal information of more than 90,000 individuals. The resulting litigation was ultimately successfully settled and set beneficial precedent regarding valuation of data breach claims.