

Privacy Counseling

Polsinelli's privacy counseling attorneys advise clients across industries on U.S. state privacy laws, global data protection regimes and sector-specific requirements, with a focus on practical, risk-based guidance that aligns with how clients collect, use and share data.

Practical Guidance Across the Privacy Lifecycle

Clients turn to Polsinelli's highly regarded team, which is nationally recognized by *Chambers*, *Best Law Firms* and *BTI Consulting Group*, for counseling across key issues in privacy compliance, from assessing new obligations to implementing policies and responding to operational issues as they arise.

- **Privacy Program Development & Maintenance:** We design and implement privacy compliance programs, including policies, governance structures and risk mitigation strategy. This includes conducting data mapping, risk assessments and ongoing program updates as laws and business practices evolve.
- **Federal and U.S. State Privacy Laws:** We advise on compliance with the full spectrum of comprehensive federal and state privacy laws, helping clients navigate a rapidly expanding patchwork of requirements. Our team supports implementation through consumer rights processes, privacy notices, vendor diligence and responses to regulatory inquiries.
- **International Privacy & Cross-Border Data:** We counsel on GDPR and other international privacy regimes, helping clients align global operations with applicable data protection requirements. We also assist with cross-border data transfer strategies, international privacy law compliance and broader efforts to harmonize compliance across jurisdictions.
- **Industry-Specific Privacy Matters:** Drawing on experience in highly regulated sectors, we advise financial institutions, health care organizations and other regulated entities on privacy requirements specific to the regulations impacting their respective industries. Our team helps clients navigate overlapping federal, state and sector-based obligations in a coordinated, practical way.
- **Biometric & Emerging Data Risks:** As regulations on the use of biometric data rapidly spread, our team offers deep experience counseling on biometric privacy laws, including BIPA and similar statutes, with a focus on risk mitigation and compliance. We also advise on workplace data collection, tracking technologies and other emerging areas of enforcement and scrutiny.
- **Operational Privacy Counseling:** We provide day-to-day guidance on privacy issues as they arise, supporting legal, compliance and business teams. This includes advising on data subject requests, vendor agreements, data retention and minimization, cookies, tracking technologies and records of processing activities.

Matters

- Represented a provider of inpatient rehabilitation services in connection with online tracking compliance services, AI compliance advisory services, privacy advisory services and pre-suit matters, as well as updating the company's health privacy and geofencing compliance programs to respond to new state health data tracking laws.
- Drafted and revised approximately 15 enterprise-wide internal privacy, security, access and technology use policies for a large-cap technology company.
- Serve as outside cybersecurity and privacy counsel to some of the world's leading private equity firms, advising on data protection issues that arise in fund operations, portfolio management and deal activity, including conducting privacy and data security due diligence in connection with acquisitions, advising on corporate governance and compliance strategies for portfolio companies across diverse industries and helping address emerging regulatory risks.
- Advised numerous biotherapeutic companies on GDPR obligations with regard to clinical trials.
- Conducted privacy and security due diligence for the acquisition of a leading online education provider.
- Serve as privacy counsel for multiple international clients, including supporting the development of an intra-group data transfer agreements and development of consolidated global website and employee privacy policies.
- Supported the development of a telecommunications holding company's TCPA compliance program and its response to privacy-focused investigations by the FCC.
- Advised a delivery platform on digital marketing compliance, vendor and customer data sharing, employee privacy matters, development of a data subject access request program and a privacy by design program.
- Serve as outside privacy counsel to a consumer products company, assisting with privacy compliance, the management of personal information in third party relationships, privacy litigation and compliance matters related to artificial intelligence.
- Developed employee training programs on information security and data privacy compliance for several investment advisers, broker-dealers and other financial service institutions.