



### Andrew Serwin

Partner

CO-CHAIR, GLOBAL CYBERSECURITY PRACTICE  
CO-CHAIR, GLOBAL DATA PROTECTION, PRIVACY AND SECURITY PRACTICE

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Andrew Serwin is one of the pre-eminent privacy and security practitioners in the world. Clients describe him as a "rock star lawyer," "a walking encyclopedia on anything data protection related" and "a tireless worker, holding onto the ever-shifting puzzle pieces of the law in this area in a way that other privacy lawyers cannot" (*Chambers USA*). For his work in data protection and privacy, Andrew is an inaugural inductee into the 2017 Legal 500 Hall of Fame, comprised of outstanding US lawyers who have been recommended as *Legal 500* Leading Lawyers for the last six consecutive years. He was also recently named one of the *Daily Journal's* Top 100 Lawyers in California for 2016 and a *National Law Journal* 2015 Cyber Security & Data Privacy Trailblazer, recognizing the 50 people "who have helped make a difference in the fight against criminal cyber activity."

Andrew offers clients the practical experience that comes from having counseled on many of the highest profile privacy and cybersecurity matters of recent years, with the breadth of knowledge that comes from authoring the premier global treatise on privacy and cybersecurity.

With extensive business and leadership experience, Andrew understands his clients' businesses, industries and unique challenges. He has founded, advised and served on the board of directors of many companies, particularly in the transformational technology and media sectors. He also holds advanced certifications in governance, including as a National Association of Corporate Directors (NACD) Governance Fellow and Carnegie Mellon University's Computer Emergency Response Team (CERT) certification in cyber oversight.

Andrew is a noted public speaker and author and the only law firm lawyer ever to be named to *Security Magazine's* prestigious "25 Most Influential Industry Thought Leaders." He wrote the leading treatise on privacy and security, *Information Security and Privacy: A Guide to Federal and State Law and Compliance and Information Security and Privacy: A Guide to International Law and Compliance* (West 2006-2016), collectively a 5,500-page, three-volume treatise that examines all aspects of privacy and security laws, published by Thomson-West. The treatise has been called "the best privacy sourcebook," "an indispensable resource for privacy professionals at all levels," and "a book that everybody in the information privacy field should have on their desk." He

### RELATED SERVICES

- Intellectual Property and Technology
- Data Protection, Privacy and Security
- Commercial Contracts

has published numerous other books and law review articles and routinely authors client alerts on cutting-edge privacy and cybersecurity developments.

## EXPERIENCE

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Andrew advises a number of Fortune 500 and emerging companies alike regarding privacy, security, crisis management and national security, with a particular emphasis on: international compliance; health privacy; mobile; behavioral advertising; the Electronic Communications Privacy Act and wiretap issues; electronic marketing concerns; social media; and compliance with FTC requirements. He also handles some of the highest-profile data security incidents and privacy enforcement and litigation matters in the world. His representations involve every aspect of breach preparedness and response, from drafting incident response plans and conducting tabletop exercises, to advising on consumer and state notices, responding to regulators and defending companies in litigation relating to the incident. Andrew has served as lead counsel in a number of FTC matters, matters before the Office of Civil Rights and state consumer protection and privacy litigation based on the alleged misuse of personal information, including class actions and enforcement matters brought by state attorneys general.

- ***In the Matter of Spokeo, Inc.***

Represented Spokeo, a data broker, in the first FTC matter alleging violations of the FCRA and Section 5, arising from the sale of Internet information, as well as an alleged violation of the endorsement guidelines

- ***In the Matter of CVS Caremark***

Represented CVS Caremark before the FTC and the Office of Civil Rights in connection with a consent decree and resolution agreement arising from allegations related to information security

- ***In the Matter of Playdom, Inc., a subsidiary of Disney Enterprises, Inc.***

Represented the company before the FTC in an investigation alleging a violation of COPPA and Section 5

- ***In the Matter of MySpace, Inc.***

Represents the company before the FTC in connection with a consent decree arising from an alleged violation of Section 5 based upon information privacy concerns

- ***TrafficSchool.com, Inc. v. EDriver Inc.***

653 F.3d 820, 2011 WL 3198226 (9th Cir. 2011). Represented appellants in a case involving First Amendment and Lanham Act issues. Obtained an appellate decision ordering reconsideration of a permanent injunction on First Amendment grounds that ultimately resulted in the vacation of a permanent injunction that mandated a "splash page" on a website

- ***Pulte Homes, Inc. v. Laborers' International Union of America***

648 F.3d 295 (6th Cir. 2011). Obtained reversal of district court ruling that a union's alleged misuse of phone system and emails did not state a claim for violation of the Computer Fraud and Abuse Act (CFAA)

- Represent numerous clients in investigations related to information security by the OCR, the Office of the Inspector General and state attorneys general

- ***Blue Cross of California Website Security Cases***

Represented the defendants in a series of consolidated class actions arising from an alleged data security incident

- ***People of the State of New York v. Synergy 6, Inc., et al.***

Represented two of the defendants in an action brought by Eliot Spitzer arising out of the alleged improper sending of commercial emails. The case sought \$20 million in civil penalties and was ultimately resolved for \$50,000

- Represented a Fortune 20 company in a multistate attorney general investigation arising out of false claims allegations

- ***Smith v. Trusted Universal Standards in Electronic Transactions, Inc.***

2010 WL 1799456 (D.N.J., 2010). Obtained dismissal of privacy litigation based upon allegations of wiretapping

- ***Yahoo, Inc. v. XYZ Companies***

Represented Yahoo in a matter based on allegations of trademark infringement, spamming and deceptive claims regarding online lotteries

- ***Stone v. Howard Johnson International, Inc***

Representing the defendant in a class action based upon allegations of wiretapping

- ***Mirkarimi v. Great Lakes Higher Education Corporation***

Representing the defendant in a class action based upon allegations of the improper recording of telephone calls. The case

was voluntarily dismissed

- ***Davis v. Carbonite, Inc***

Represented Carbonite in a putative class action arising from data loss allegations. The matter settled on confidential terms and was dismissed, with prejudice, before class certification

- ***Raymond James Financial Services, Inc. v. Otteman***

Represented Raymond James in an action alleging the improper use and disclosure of sensitive information on the Internet and obtained a temporary restraining order (TRO) enjoining the defendant from disclosing information and requiring the destruction of the information

- ***Welsh v. Acxiom Corporation***

Represented Acxiom in a matter alleging unfair competition, trade secret violations and interference torts

- ***People of the State of California v. American Home Craft, Inc., et al.***

Represented the defendants in an action brought by the California attorney general alleging a violation of the federal Do-Not-Call Act and California's Unfair Competition Law (UCL)

## CREDENTIALS

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### Admissions

- California
- New York

### Recognitions

#### ***Chambers USA***

- 2018 – Band 2, Nationwide Privacy & Data Security  
"Andrew Serwin sits as co-chair of the firm's global privacy practice and is well-regarded for his work in cybersecurity, privacy enforcement and litigation. Sources describe him as "a walking encyclopedia on anything data protection related"
- 2017 – Band 2, Nationwide Privacy & Data Security  
"His expertise lies in cybersecurity and information governance. He is described by clients as a 'thinker and a problem solver.' Market sources praise the 'wonderful results' he has provided, as well as his 'practical commercial sense'"
- 2016 – Band 2, Nationwide Privacy & Data Security  
"The 'very practical' Andrew Serwin has a broad practice, advising clients on a wide range of global regulatory privacy issues, as well as technology transactions and healthcare matters. Sources also single out his abilities in disputes, especially class actions, with one peer describing him as a 'superb litigator'"
- 2015 – Band 2, Nationwide Privacy & Data Security  
"Extremely well-regarded' practitioner Andrew Serwin is a 'rock star lawyer' with a broad practice. He advises on healthcare matters, FTC compliance and enforcement and wiretapping issues, and has significant breach incident experience."
- 2014 – Band 2, Nationwide Privacy & Data Security  
"Andrew Serwin is a go-to on healthcare issues and also regularly advises on enforcement matters before the FTC. 'He is very savvy when dealing with regulatory bodies' and attracts praise from sources for being 'very good on international issues.'"
- 2013 – Band 2, Nationwide Privacy & Data Security  
"Serwin is commended for the strength of his practice. Work highlights...include acting on behalf of Spokeo in an FTC matter alleging improprieties following the sale of internet information, and leading in the aforementioned matter for Wyndham Worldwide."
- 2012 – Band 2, Nationwide Privacy & Data Security  
"Andrew Serwin attracts praise for his consultative and strategic approach to complex matters."

#### ***Chambers Global***

- 2018 – Band 2, USA Privacy & Data Security

"His expertise lies in cybersecurity and information governance. He is described by clients as a 'thinker and a problem solver.' Market sources praise the 'wonderful results' he has provided, as well as his 'practical commercial sense'"

- 2017 – Band 2, USA Privacy & Data Security  
"The 'very practical' Andrew Serwin has a broad practice, advising clients on a wide range of global regulatory privacy issues, as well as technology transactions and healthcare matters. Sources also single out his abilities in disputes, especially class actions, with one peer describing him as a 'superb litigator'"
- 2016 – Band 2, USA Privacy & Data Security  
"Extremely well-regarded' practitioner Andrew Serwin is a 'rock star lawyer' with a broad practice. He advises on healthcare matters, FTC compliance and enforcement and wiretapping issues, and has significant breach incident experience"
- 2015 – Band 2, USA Privacy & Data Security  
"Andrew Serwin is a go-to on healthcare issues and also regularly advises on enforcement matters before the Federal Trade Commission. 'He is very savvy when dealing with regulatory bodies' and attracts praise from sources for being 'very good on international issues'"
- 2014 – Band 2, USA Privacy & Data Security  
"[Andrew Serwin] is commended for the strength of his practice. Work highlights... include acting on behalf of Spokeo in an FTC matter alleging improprieties following the sale of internet information, and leading in a matter for Wyndham Worldwide"

### ***The Legal 500 United States***

- 2018 – Leading Lawyer, Media, Technology and Telecoms: Cyber Law (including data protection and privacy) Legal 500 named "true leader of the field" Andrew Serwin a "Leading Lawyer"
- 2017 – Legal 500 Hall of Fame  
Andrew Serwin is an inaugural inductee into the Legal 500 2017 Hall of Fame, which is comprised of outstanding US lawyers who have been recommended as Legal 500 "Leading Lawyers" for the last six consecutive years
- 2017 – Leading Lawyer, Media, Technology and Telecoms: Cyber Law (including data protection and privacy)  
"Preeminent in the field, handling complex and sensitive US and international privacy matters on behalf of multinational organizations"
- 2016 – Leading Lawyer, Media, Technology and Telecoms: Data Protection and Privacy
- 2016 – Recommended, Media, Technology and Telecoms: Cyber Crime  
"Commended for... 'sensible privacy program counseling, and data breach expertise in both domestic and international matters'"
- 2015 – Leading Lawyer, Media, Technology and Telecoms: Data Protection and Privacy  
"[Andrew Serwin is] an expert in cybersecurity with a nuanced, valuable perspective on this topic."
- 2015 – Mentioned, Media, Technology and Telecoms: Cyber Crime  
"[Andrew Serwin is] advising a number of Fortune 500 companies on global privacy compliance...and provided lead counsel to Target after it experienced one of the biggest data breaches in recent history, involving the theft of personal and credit card information of up to 70 million individuals."
- 2014 – Leading Lawyer, Media, Technology and Telecoms: Data Protection and Privacy  
"[Andrew Serwin is]...advising various companies on their cybersecurity policies and responses to data security breaches as well as compliance with existing and new obligations"
- 2014 – Recommended, Media, Technology and Telecoms: Marketing and Advertising  
"Cyber security specialist"

### ***Other Recognitions***

- *National Law Journal* 2015 – Cyber Security & Data Privacy Trailblazer. Recognizing the 50 people "who have helped make a difference in the fight against criminal cyber activity"
- *Daily Journal* 2016 – Top 100 Lawyers in California
- *Computerworld* 2011 – Top Global Privacy Advisors - ranked second
- *Security Magazine* 2009 – 25 Most Influential Industry Thought Leaders. The only law firm lawyer ever to be named to this prestigious list
- *Best Lawyers in America* 2010–2019 – Featured, Information Technology Law

"One of the top privacy lawyers able to focus not only on the complexity of the laws in the United States, but also globally, including European data protection laws and the APEC privacy framework"

- San Diego SuperLawyers 2007–2018 – Featured - ranked among the top 50 lawyers of 2012

## Education

- J.D., University of San Diego

## Memberships

Andrew serves as chairman of the board of directors of the private-sector federally- funded National Cyber Forensic Training Alliance (NCFTA), an entity that functions as a forum for private industry, academia and law enforcement, with a core mission to identify, mitigate and neutralize cybercrime. In addition, he serves as an advisor to the Naval Postgraduate School's Center for Asymmetric Warfare and is the CEO and executive director of the Lares Institute, a think tank focused on privacy, information superiority and national security issues.

## INSIGHTS

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### Publications

#### FTC announces Cambridge Analytica settlement

25 July 2019

A sign that the FTC may be stepping up its pursuit of individual liability in addition to corporate liability.

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#### FTC unfriends Facebook

25 July 2019

The FTC order imposes new penalties and requirements on Facebook.

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#### The government in your cloud

24 July 2019

As companies shift more data to the cloud, the US government's ability to access that content should not be overlooked.

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- *Information Security and Privacy: A Guide to Federal and State Law and Compliance and Information Security and Privacy: A Guide to International Law and Compliance* (West 2006-2016)
  - The Intelligence Community: Who is Who and What Do They Do?, *IAPP*, August 25, 2018
  - The Dark Web—the Next Frontier in Data Breach Standing Analysis Amid a Deepening Circuit Split, *Bloomberg Law*, March 19, 2018
  - FISA Section 702 Reauthorization Attempts Privacy, Intel Balance, *Bloomberg BNA*, January 18, 2018
  - Cyber Becomes Mainstream: The Lessons Learned for 2017, *Legaltech News*, January 9, 2017
  - Managing Security in a Cyber-Enabled World, *Baseline*, April 2016
  - HIPAA Enforcement: A Retrospective, *IAPP - The Privacy Advisor*, March 2016
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- Courts Defer to Individual Privacy Interests by Requiring Warrant To Obtain Cell Phone Data and Cell Site Records in *Riley and Davis*, *Bloomberg BNA Criminal Reporter*, July 2014
- Privacy, Data Protection & Transportation—Emerging Trends and Emerging Risks, *Journal of Air Law and Commerce* (SMU Air Law Symposium), April 2014
- Calif. Case Limits Health Care Data Breach Claims, *Law360*, December 2013
- Search Warrant: FBI warrant to search a target computer at premises unknown, *E-Commerce Law Reports*, Vol. 13, Issue 3, July 2013
- Ramping up for FedRAMP: An Overview of the FedRamp Certification Process and Its Importance in Federal Procurements for Cloud Computing Services, *Bloomberg BNA Federal Contracts Report*, June 2013
- The Expanding Reach of U.S. Laws Protecting Health Information and Children's Information, *Bloomberg BNA World Data Protection Report*, Vol. 13, No 6, June 2013
- Health Care Privacy and Security, 2013 ed., May 2013
- Information Security and Privacy: A Guide to Federal and State Law and Compliance, 2013 ed., April 2013
- Internet Marketing and Consumer Protection, 2012-2013 ed., January 2013
- Information Security and Privacy: A Guide to International Law and Compliance, 2013 ed., January 2013

## Events

- Fireside Chat: Cybersecurity Issues in Renewable Energy: What You Need to Know (and Be Worried About), 2019 Infocast Solar Finance & Investment Summit, March 2019
- Pay Up or Your Data Gets It: Preparing for and Responding to a Ransomware Attack, IAPP Web Conference, December 2017
- Perilous Pathways: Cybersecurity & Corporate Liability at the Crossroads, The 3rd Annual West Coast Legal Executive Forum, April 2016
- California District Attorneys Association Seminar February 2016
- Cybersecurity Developments and Cyber Insurance, 2016 LA County Bar Association's Corporate Law Department Roundtable, February 2016
- Cybersecurity: What Are Boards DOING About it?, Directors Forum 2016: Directors, Management & Shareholders in Dialogue, January 2016
- Doing Business After Safe Harbor—the First 90 Days, CEB Compliance and Legal Groups, January 2016
- The Attack: How Hackers Get In and the Mischief They Create, Cyber Day: Cybersecurity for Directors and C-Level Executives, November 2015
- The Dangers and Ethics Clouding High-Technology Surveillance and Data Collection, Emerging Technology and Privacy Conference, October 2015
- How Companies Can Manage Cyber Security Risk and Partner with Law Enforcement to Reduce Exposure, ACC September MCLE, September 2015
- Data Protection Masterclass: Managing Data Breach Incident Response, July 2015
- Understanding the Three Letter Acronyms, Who is Who and What Do They Do? The United States Secret Service in Focus, July 2015
- HIPAA Security Breach Response Plan, March 2015
- 12th Annual General Counsel Roundtable and All Day MCLE, January 2015
- Data Protection Masterclass: Cybersecurity & Data Protection Concerns – Current and Upcoming Risks, December 2014
- Data Breach Prevention & Response: Creating Order Out of Chaos, RILA Retail Law 2014, October 2014
- Oxbridge Biotech Roundtable: Genetic Privacy: Who has Access to Your Code?, April 2014
- National Cyber-Forensics & Training Alliance, Retail Industry Leaders Association, March 2014
- Avoiding a Target on Your Back: Creating An Information Governance Structure, Silicon Valley Association of General Counsel, March 2014
- 3rd Annual Berkeley Center for Law & Technology Privacy Law Forum: Silicon Valley, March 2014

- ACC 11th Annual General Counsel Roundtable and All Day MCLE, January 2014
- HIPAA Omnibus Rule – Implementation and Learning, 4th Annual HIMSS SOCAL Privacy & Security Forum, December 2013
- Data Breaches that Don't Make the Headlines, ACC Annual Meeting, October 2013
- NCFTA Executive Cyber Security Threat Summit, October 2013
- Do you know where your data is? Finding and protecting your sensitive, high-risk data, September 2013
- Protecting Your Information Assets from the Emerging Cyberthreat, June 2013