



## Britanie A. Hall

Senior Associate  
Washington, D.C.

### Biography

Britanie Hall helps clients on the risks and realities of doing business in a global economy where information is the new currency. For organizations across industries and everywhere on the spectrum from start-up to global market-leader, Britanie offers practical, actionable advice tailored to fit each client's privacy and cybersecurity needs. A strategic counselor with litigation, regulatory, and transactional experience, Britanie is prepared to help clients navigate from the boardroom to the courtroom.

Britanie counsels companies on myriad aspects of their privacy, cybersecurity, and information practices and on a wide variety of topics, including the Internet of Things, e-commerce, facial recognition, social media, health privacy, children's privacy, and financial services. Britanie has represented clients in consumer protection and class action litigation and in investigations by various government agencies, including the Federal Trade Commission, the U.S. Department of Health and Human Services Office of Civil Rights, and state Attorneys General. She is designated as a Certified Information Privacy Professional (CIPP/US) by the International Association of Privacy Professionals.

Britanie's pro bono experience includes promoting women's rights, advocating for a political asylum applicant, representing a prisoner in a civil rights suit,



### Phone

+1 202 637 3669

### Fax

+1 202 637 5910

### Email

[britanie.hall@hoganlovells.com](mailto:britanie.hall@hoganlovells.com)

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### Practices

Privacy and Cybersecurity

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### Areas of focus

California Consumer Privacy Act

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### Education and admissions

#### Education

J.D., Harvard Law School, 2010

B.S., Arizona State University, summa cum laude, 2007

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ensuring minors' rights to confidential healthcare in health information exchanges, and advising nonprofit organizations on their privacy and cybersecurity practices.

While in law school, Britanie served as a student lawyer in the Harvard Legal Aid Bureau, as managing editor and production editor of the *Harvard Journal of Law and Technology*, and as a 2010 Class Marshal. Britanie was honored with the Dean's Award for service to Harvard Law School and a certificate for 1,000 hours of pro bono work.

Britanie is Co-Chair of the Washington D.C. chapter of the Harvard Law School Women's Alliance.

## Representative experience

Counseling a multi-national corporation on public policy issues related to privacy and cybersecurity.

Advising on compliance with data protection laws and regulations, including HIPAA, the FTC Act, COPPA, VPPA, CAN-SPAM, GLBA, FERPA, and state laws.

Advising on data security incident investigation and response, including breach notification and pre-incident planning.

Counseling on risk management, marketing, and privacy by design for product and service offerings, including for mobile apps, health, IT, and beacons.

Assisting with privacy and data protection aspects of Mergers & Acquisitions, securities filings, and technology transactions.

Represented technology companies in investigations by the Federal Trade Commission and state attorney general regarding privacy in mobile applications.

Represented a Fortune 50 healthcare organization in investigation by the U.S. Department of Health and Human Services Office of Civil Rights.

## Memberships

Member, American Bar Association

Member, International Association of Privacy Professionals

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## Bar admissions and qualifications

Certified Information Privacy Professional (CIPP/US)

District of Columbia

California

Nebraska

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Defended a major credit card issuer in class action litigation and state attorney general enforcement actions regarding credit card add-on products\*.

\*Matter handled prior to joining Hogan Lovells.

## Latest thinking and events

- Hogan Lovells Publications
  - Seventh Circuit Finds Article III Standing Following Data Breach, but Significant Hurdles Remain for Plaintiffs Seeking Recovery *Cybersecurity and Litigation Alert*