

Sophie Baum

Associate

Washington, D.C.

Biography

Sophie Baum guides clients through preparing for and responding to a wide range of privacy, security, and data protection issues. Through strategic, practical advice, Sophie counsels clients to find a path forward through product development challenges, compliance goals, and policy initiatives.

Sophie advises clients ranging in size from startups to international organizations on complex global regulatory compliance efforts, data breach response, and state and federal investigations. Her clients span a broad range of industries, including automotive, retail, information technology, media, and healthcare. She advises on compliance with the California Consumer Privacy Act (CCPA), the General Data Protection Regulation (GDPR), and the Children's Online Privacy Protection Act (COPPA), among other privacy and security laws. Sophie has experience with a variety of legal issues related to privacy and data security, including online behavioral advertising, data subject rights requests, artificial intelligence, e-commerce, data breach response, and incident response planning.

While in law school, Sophie served as the Editor-in-Chief of the *Michigan Technology Law Review* and as a student lawyer for the University of Michigan Human Trafficking Clinic. Prior to law school, she worked as a consultant advising on best business



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Practices

IT Law

Marketing and Advertising

Privacy and Cybersecurity

Industries

Automotive

Consumer

Education

Technology and Telecoms

Areas of focus

AdTech

practices for chief privacy officers of large companies and helped run the privacy incident response team at a federal government agency.

Latest thinking and events

- News
 - Key takeaways from NIST's cyber executive order workshop
- News
 - CPRA countdown: New compliance obligations and challenges around "sensitive personal information"
- News
 - Virginia poised to enact comprehensive consumer privacy law
- Hogan Lovells Publications
 - Key perspectives for a virtual holiday shopping season
- News
 - California Governor vetoes bill to establish the Genetic Information Privacy Act
- News
 - Brazil's LGPD comes into force without national data protection authority

Consumer Protection and Privacy
Data Protection
Fashion and Luxury Brands

Education and admissions

Education

J.D., University of Michigan Law School, 2019

B.A., University of Virginia, 2013

Memberships

Member, International Association of Privacy Professionals

Bar admissions and qualifications

District of Columbia

Certified Information Privacy Professional (CIPP/US)
