

Aaron Lariviere

Associate

Washington, D.C.

Biography

Against a shifting backdrop of global privacy and cybersecurity laws, Aaron Lariviere helps clients find a path forward – by identifying risks, developing practical solutions, and giving clear advice.

Whether advising on complex international data transfers, responding to a data breach, or building a robust privacy compliance program, Aaron regularly works with businesses and nonprofit organizations of all sizes across a range of industries. His clients include multinational media and technology companies, consumer-facing internet brands, software companies, and private and public academic institutions, among others.

Aaron helps clients comply with domestic and international data privacy and security laws, including the California Consumer Privacy Act (CCPA) and the European Union's General Data Protection Regulation (GDPR). At the same time, he provides careful analysis and strategic insight to clients facing sensitive data security incidents.

Before becoming a lawyer, Aaron spent a decade in the entertainment industry – working by day in film and television production, and by night as a musician. Highlights of his early career include working for the executive producer of *The Simpsons* and having two of

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Languages

English

Practices

Privacy and Cybersecurity

Consumer Law

Marketing and Advertising

Industries

Consumer

Education

TMT

his songs featured on *Grey's Anatomy*.

Representative experience

Helped develop and implement a global GDPR compliance program for a multinational mass media conglomerate.

Advised on multiple data security incident investigations and responses, including breach notification of individuals and government authorities.

Advised more than a dozen colleges and universities on GDPR and ePrivacy compliance, including issues relating to study abroad, admissions, and institutional advancement.

Assisted two popular internet companies with a cross-brand data sharing initiative, assessing implications under U.S. and EU law and implementing compliance strategies.

Advised on Privacy Shield issues involving certification, renewal, withdrawal, and response to inquiries from the Department of Commerce.

Helped U.S.-based research institutions structure cross-border data sharing arrangements to facilitate clinical trials, medical and genetic research, and other academic research.

Latest thinking and events

■ Blog Post

- California Consumer Privacy Act: The Challenge Ahead – The Impact of the CCPA on Data-Driven Marketing and Business Models

■ Blog Post

- California Consumer Privacy Act: The Challenge Ahead — Data Mapping and the CCPA

■ Published Works

- The Investigations Review of the Americas 2019
Global Investigations Review

Areas of focus

Consumer Protection and Privacy

Data Protection

Breach Preparedness, Response, Investigation, and Communication

California Consumer Privacy Act

Education and admissions

Education

J.D., Georgetown University Law Center, cum laude, 2017

B.A., Emerson College, 2004

Bar admissions and qualifications

District of Columbia

California

- Hogan Lovells Publications

- Navigating the road ahead: Auto industry stakeholders and regulators convene to discuss connected vehicle privacy *Chronicle of Data Protection*