

Arielle L. Brown

Senior Associate

Denver

Biography

Arielle Brown provides practical, innovative solutions to her clients navigating the everchanging environment of privacy and cybersecurity.

Advising domestically and across borders, she works with companies on an array of regulatory and compliance matters. Her experience includes advising on compliance with the California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR), Personal Information Protection and Electronic Documents Act (PIPEDA), Telephone Consumer Protection Act (TCPA), Telemarketing Sales Rule (TSR), CAN-SPAM, Video Privacy Protection Act (VPPA), and Children's Online Privacy Protection Act (COPPA). She is designated as a Certified Information Privacy Professional (CIPP/US) by the International Association of Privacy Professionals.

Arielle served as a Westin Fellow at the International Association of Privacy Professionals. In law school, Arielle was the Editor-in-Chief of the *Colorado Technology Law Journal* and spent a summer working as a law clerk at the Federal Trade Commission under former commissioner Ohlhausen.

Representative experience

Developing and implementing CCPA and EU GDPR



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Practices

Privacy and Cybersecurity

Marketing and Advertising

Communications, Internet, and Media

Industries

Consumer

Technology & Telecoms

Areas of focus

Consumer Protection and Privacy

Privacy and Cybersecurity Public Policy Counseling and Advocacy

compliance programs, including advising on data mapping, data transfer mechanisms, and data subject request response and procedures.

Drafting and negotiating data protection/data processing agreements regarding the handling of personal data.

Drafting and negotiated privacy and data security provisions for commercial contracts, including service provider agreements.

Advising clients on preparing and implementing employee training programs, including training programs for compliance with the GDPR, CCPA, and U.S. marketing laws and regulations.

Advising on the remediation of privacy and data security deficiencies and gaps in legacy vendor contracts.

Assisting with M&A due diligence relating to data privacy, including advising on the current compliance posture of target companies and the associated risk levels.

Drafting external and internal privacy and data security policies and procedures, and assisting with creating the protocols necessary for implementation.

Latest thinking and events

■ News

- California AG submits CCPA regulations for approval – requests expedited review ahead of July 1

■ News

- Second modified CCPA draft regulations released —comments due March 27

California Consumer Privacy Act

Communications Compliance and Enforcement

Risk Management, Governance, and Compliance

Corporate and Commercial Transactions

Education and admissions

Education

J.D., University of Colorado School of Law, 2014

B.A., University of Colorado, with distinction, 2008

Memberships

Member, International Association of Privacy Professionals

Bar admissions and qualifications

Colorado

District of Columbia

Certified Information Privacy Professional (CIPP/US)
