



Timothy P. Tobin

Partner

Washington, D.C.

Biography

Tim Tobin has focused on privacy, data security, and cybersecurity law since the beginning of his legal career more than 15 years ago.

Whether in marketing and advertising, contracting and deals, the development of new products and technologies, cross-border data sharing, or within the workplace, he helps clients understand their obligations to protect data and advises on how they can lawfully collect, use, and share personal information. Tim does this effectively by providing practical risk-based advice so clients can focus on the bottom line.

Tim also helps clients prepare before a data breach happens; he has helped numerous companies with incident response preparedness plans and exercises. He is also ready to help when a business experiences a security incident, having counseled companies on hundreds of data breaches since the early implementation of data breach notification laws.

Tim also helps companies with regulatory investigations, having represented clients across a range of consumer protection issues, including privacy, data security, and advertising, as well as in investigations before the Federal Trade Commission, the Consumer Financial Protection Bureau, and the Department of



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Practices

Privacy and Cybersecurity

Consumer Law

Financial Services

Justice.

Tim helps clients from a broad array of industry sectors that includes automotive, financial services, defense, education, retail, technology, and entertainment.

Representative experience

Counseled the Alliance of Automobile Manufacturers on groundbreaking industry-wide connected car privacy principles.

Assisted a large Fortune 50 financial institution with the development of a comprehensive vendor risk assessment program.

Assisted a large global consulting firm with the development of strategies to process and transfer personal data globally for various client services.

Assisted a large global data broker with multi-country assessments of market practices and legal obligations.

Assisted a large multi-national bank with Big Data assessment.

Awards and rankings

- Media, Technology, and Telecoms: Technology: Data Protection and Privacy, *Legal 500 US*, 2013-2015

Latest thinking and events

- Hogan Lovells Publications
 - Global Media, Technology and Communications Quarterly - Autumn/Winter 2018
- Blog Post
 - The Internet of Things Webinar Series: 2018 in a nutshell and what 2019 has in store for IoT
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 - Mexico at the Crossroads: The Automotive Industry — Present and Future

Industries

Consumer
Aerospace, Defense, and Government Services
Automotive and Mobility
Education
Financial Institutions
Insurance
TMT

Areas of focus

AdTech
Advertising and Copy Clearance
Broadband, Internet, and E-commerce
Connected Cars
Cross-border Restructuring and Insolvency
Data Protection
Breach Preparedness, Response, Investigation, and Communication
Media and Entertainment Litigation
Workplace Privacy
California Consumer Privacy Act

Education and admissions

- Hogan Lovells Publications
 - Artificial Intelligence and your business: A guide for navigating the legal, policy, commercial, and strategic challenges ahead *Hogan Lovells*
- Blog Post
 - California Passes First-Of-Its-Kind Law Focused on Internet of Things Cybersecurity

Education

J.D., George Mason University School of Law, Magna Cum Laude, 2001

B.A., Michigan State University, 1991

Memberships

Member, American Bar Association

Member, Federal Communications Bar Association

Member, International Association of Privacy Professionals (IAPP)

Bar admissions and qualifications

District of Columbia

Virginia

Court admissions

U.S. Court of Appeals, 4th Circuit

U.S. District Court, District of Columbia

U.S. District Court, Eastern District of Virginia
