BCLP. Client Intelligent

AMY DE LA LAMA

Partner
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Partner; Chair – Global Data Privacy and Security Practice; and Global Practice Group Leader – Technology, Commercial and Government Affairs

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BIOGRAPHY

Amy is the Global Practice Group Leader for Technology, Commercial & Government Affairs and also the Chair of the Firm's Global Data Privacy and Security Practice. She has nearly two decades of experience in global privacy, data security and cyber security with a specific focus on health care privacy and security issues. She provides advice to a wide range of multi-national pharmaceutical, life sciences and medical device companies, as well as retail companies, online businesses, B2B companies, and other types of organizations regarding these issues. Amy has deep experience guiding health care clients through the development and implementation of broad-based privacy compliance programs as well as advising on GDPR and similar global privacy laws in addition to CCPA, HIPAA and other US privacy law issues. She assists regularly with transactions involving

complex health privacy issues and also advises organizations on emerging health tech issues, including those related to the collection of health and medical data in the context of digital advertising and the use of this and other sensitive data for AI/machine learning purposes. Amy regularly assists organizations navigate the full life cycle of security incidents and data breaches as well as with breach preparedness and remediation.

CIVIC INVOLVEMENT & HONORS

- *The Best Lawyers in America*, Privacy and Data Security Law (2023)
- *Chambers USA*- Nationwide, Privacy & Data Security, "Up and Coming" (2023)
- *Legal 500 US*, Next Generation Lawyer in Cyber Law (including Data Privacy and Data Protection), 2019 - 2020

PROFESSIONAL AFFILIATIONS

- Certified Information Privacy Practitioner
- Illinois State Bar Association - Member
- Colorado Bar Association – Member

AI LEGISLATION SNAPSHOT

To help companies achieve their business goals while minimizing regulatory risk, our team actively tracks proposed and enacted AI regulatory bills from across the Unites States to enable our clients to stay informed in this rapidly-changing regulatory landscape.

ADMISSIONS

- Illinois, 2004
- Colorado, 2001

EDUCATION

- University of Colorado, J.D., Order of the Coif, 2001
- University of Virginia, B.A., high honors, 1996
- University of Virginia, B.A., summa cum laude, 1996

RELATED PRACTICE AREAS

- Intellectual Property and Technology Disputes
- Litigation & Dispute Resolution
- Financial Institutions
- Data Privacy & Security
- Healthcare & Life Sciences
- Corporate
- Investigations
- Regulation, Compliance & Advisory

RESOURCES

PUBLICATIONS

- Schrems II,' data transfers and Brexit — What are the implications?, IAPP, July 2020
- How to Know if Your Vendor is a 'Service Provider' Under CCPA, IAPP, July 2019
- Navigating Disclosures and Sales of Personal Information Under the CCPA, IAPP, August 2019
- Business Implications of Colorado's New Data Privacy Law, October 2018

SPEAKING ENGAGEMENTS

- The Cost of Non- Compliance Webinar, Osano and IAPP, June 2024
- Navigation of Health Data Laws Beyond HIPAA, BCLT Privacy Law Forum: Life Sciences, November 2023

RELATED INSIGHTS

Insights
Oct 01, 2024

From Code to Compliance: Essential Steps to Adapt to Colorado's New AI Law

On May 17, 2024, Colorado's Governor Jared Polis signed into law The Colorado AI Act (SB205). SB205 will take effect on February 1, 2026, and regulates the use of certain high-risk artificial intelligence (AI) systems. While the 2026 effective date could lull companies into thinking that preparing for the law can wait, its complex

requirements will demand timing and planning to address. Additionally, Colorado is not the only US state to step into the ring of AI regulation and enforcement, and many of the steps needed to prepare for the SB205 will help build a compliance foundation for meeting other emerging laws. To help companies begin this process, we have prepared an overview of the law and identified essential compliance steps businesses should take now.

Insights
Sep 12, 2024

Navigating a Security Incident - Communication “Dos” and “Don’ts”

Insights
Sep 10, 2024

Navigating a Security Incident - Best Practices for Engaging Service Providers

Insights
Aug 13, 2024

Arizona Spy Pixel Class Action Litigation Update

Recently filed class action complaints allege that companies that utilize embedded trackers within emails, or “spy pixels” as the plaintiffs are calling them, violate Arizona law because they collect a “communication service record” without first obtaining the consumer’s consent.

Insights
Jul 01, 2024

Is Your Company Vulnerable to a Mass Arbitration Attack?

Insights
May 30, 2024

New HHS Guidance on Cookies

News
May 30, 2024

Partner Amy de Lama and Associate Andrea Rastelli share insights on Washington My Health My Data Act FAQs: Data Subject Rights

Insights
May 14, 2024

FTC Cybersecurity and Data Privacy Roundup

Last year was a pivotal one for data privacy, as privacy received substantial attention from many regulators, including the Federal Trade Commission (“FTC”). Looking back at the FTC’s 2023 enforcement actions, statements and policies provides attorneys and clients with a helpful compliance roadmap of what is to come.

Insights
Apr 08, 2024

New York May Lead the Pack Through Imposition of Data Excise Taxes