



AMY DE LA LAMA

Partner

Boulder

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

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BIOGRAPHY

Amy serves as the Global Practice Group Leader for BCLP's Technology, Commercial & Government Affairs group as well as the Chair of the Firm's Global Data Privacy & Security practice.

She has more than two decades of experience advising her clients on global privacy, cybersecurity and artificial intelligence issues, with a specific focus on advising health care clients on these issues.

Amy routinely counsels clients on US consumer privacy laws, HIPAA, emerging litigation and regulatory issues, as well as GDPR and global privacy and data use laws. She assists regularly with

transactions involving complex privacy issues, related to health data, ad tech/digital tracking and AI. Amy also is a trusting partner in helping organizations navigate the full life cycle of security incidents and data breaches as well as with breach preparedness and remediation.

CIVIC INVOLVEMENT & HONORS

- Chambers USA Nationwide and Chambers Global Guide, Privacy & Data Security
- The Best Lawyers in America, Privacy and Data Security Law (2023)
- 5280 Best Lawyers List

PROFESSIONAL AFFILIATIONS

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

Amy is a frequent speaker and writes extensively on the latest developments in this space and is a member of the International Association of Privacy Professionals (APP).

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 United 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

- Back to the Basics - pressure testing your incident response program, October 2024
- Led a powerhouse panel at IAPP's Privacy, Security, Risk Conference held recently in Los Angeles, *Navigating The Evolving Consumer Health Data Landscape*, September 2024
- 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

Apr 10, 2025

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Insights

Updated: March 2025

U.S. biometric laws & pending legislation tracker

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Pressure-Testing Your Privacy Program for 2025

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Colorado's new requirements for biometric data: what businesses need to know

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Dec 02, 2024

Navigating Consumer Opt-Outs in Corporate Transactions: Insights on California's AB 1824

Blog Post

Nov 06, 2024

The SEC is watching: four companies charged for misleading cyber disclosures

Insights

Oct 28, 2024

Key Concepts In Privacy Law for Insurance Companies: Part 1 – GLBA