



GOLI MAHDAVI

Partner

San Francisco

Global AI Lead

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BIOGRAPHY

Goli practices at the leading edge of artificial intelligence, data privacy, cyber security, and technology transactions. She counsels a diverse range of clients, from innovative start-ups to Fortune 100 companies, navigating both local and global markets.

As a founding member of the Firm's Artificial Intelligence (AI) working group and co-leader of the AI Service Line, Goli leverages her experience as a certified AI Governance Professional to guide clients through the evolving technical and legal landscape surrounding AI development and deployment.

In addition to her work in AI, Goli advises on comprehensive data privacy and security compliance programs. She is well-versed in local and international regulations, including the California

Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), EU and UK General Data Protection Regulation (GDPR), as well as COPPA, CAN-SPAM, and emerging laws. Her specific focus encompasses the US, UK, and Europe.

Goli's full-service offerings include strategic advice on data retention and minimization, privacy by design, data inventories, cross-border transfer agreements, privacy impact assessments, and negotiating third-party agreements related to digital marketing, software licensing, SaaS, and other commercial contracts.

As a strategic business partner, Goli enhances commercial efficiency and adds value for her clients while helping them bring products to market in complex regulatory environments. Her unique perspective is shaped by her experience as product counsel for a leading global VR/AR company, where she provided frontline legal support for products across multiple jurisdictions.

An active speaker and writer on these topics, Goli keeps her clients informed about the latest developments in the ever-evolving landscape of data privacy and AI. She holds certifications as an Information Privacy Professional for the United States (CIPP/US) and Europe (CIPP/E), as well as in AI Governance (AIG), and is an engaged member of the Lawyers of Color Affinity Group.

CIVIC INVOLVEMENT & HONORS

Goli is an advocate for adults and children with developmental disabilities. In addition to pro bono representation of families with children who have special needs, Ms. Mahdavi previously served on the Board of Directors for the San Francisco based non-profit Support for Families of Children with Disabilities.

PROFESSIONAL AFFILIATIONS

- International Association of Privacy Professionals ("IAPP"), 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 United States to enable our clients to stay informed in this rapidly-changing regulatory landscape.

ADMISSIONS

- California, 2006

EDUCATION

Santa Clara University, J.D., 2006

University of Oregon, B.S., 2002

RELATED CAPABILITIES

- ESG Governance, Compliance and Reporting
- Business & Commercial Disputes
- Media & First Amendment
- Business Speech
- Healthcare & Life Sciences
- Energy Transition
- Marketing & Advertising
- Litigation & Dispute Resolution
- California Consumer Privacy Act
- Data Privacy & Security
- Corporate
- Investigations
- Regulation, Compliance & Advisory

RESOURCES

PUBLICATIONS

"International: Comparing California's Age-Appropriate Design Code Act with its UK counterpart" - *One Trust Data Guidance*, March, 2023

"Connecticut takes a first stab at regulating government use of AI" - *The Privacy Advisor*, July 5, 2023

SPEAKING ENGAGEMENTS

Speaker, "Artificial Intelligence: A Blueprint for Legal-Tech Conversations," ACC SoCal, July 12, 2023

RELATED INSIGHTS

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California Turns to the Use of AI in Healthcare