



## **GOLI MAHDAVI**

**Counsel**

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## **BIOGRAPHY**

Focused on data privacy, cyber security, and technology transactions, Goli counsels a diverse array of companies from start-ups to Fortune 100 companies in both local and global markets. Goli works closely with clients on data privacy and security compliance programs and advises on all aspects of local and international data privacy and security laws, including the California Consumer Privacy Act (CCPA), the California Privacy Rights Act (CPRA), the EU and UK General Data Protection Regulation (GDPR), as well as COPPA, CAN-SPAM matters, and emerging laws and regulations around the world. Goli also advises on data retention and minimization, privacy by design, data inventories, cross-border transfer agreements, privacy impact assessments and negotiating third-party agreements including digital marketing, software licensing, SaaS, and other commercial agreements.

In addition, Goli is a founding member of the Firm's Artificial Intelligence (AI) working group and has specialized training in AI governance. She advises a variety of clients on the emerging laws that impact the development and implementation of AI solutions.

Goli works as a strategic business partner to her clients to bring products to market while minimizing risk in a challenging regulatory environment. Goli's unique perspective on balancing compliance obligations and business needs is based in part on her time spent seconded as product counsel to a global leader in the VR/AR space wherein she provided frontline legal advice regarding the company's products and experiences across multiple jurisdictions.

Goli speaks frequently on these topics, is a Certified Information Privacy Professional for the United States (CIPP/US) and Europe (CIPP/E), and an active member of the Lawyers of Color Affinity Group.

## **CIVIC INVOLVEMENT & HONORS**

Ms. Mahdavi 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
- United States Court of Appeals for the Ninth Circuit  
United States Bankruptcy Court, Northern District of California  
United States District Courts for the Eastern and Northern Districts of California

## **EDUCATION**

Santa Clara University, J.D., 2006

University of Oregon, B.S., 2002

## RELATED PRACTICE AREAS

- Business & Commercial Disputes
- Media & First Amendment
- Business Speech
- 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

News

Apr 15, 2024

**US AI legal landscape: patchwork state laws pose challenges for businesses amid congressional inaction**

Insights

Apr 08, 2024

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

News

Mar 18, 2024

## **BCLP's AI Bill Tracker highlighted in Legal Tech Rundown**

Insights

Feb 14, 2024

## **Washington My Health My Data Act FAQs: data subject rights**

On April 27, 2023, the Washington State governor signed into law the My Health My Data Act or the MHMDA. In spite of the onerous and at times confusing requirements of the MHMDA, the Washington Attorney General (AG) has only published a short set of Frequently Asked Questions to help address some of this uncertainty. Nevertheless, most of the law's provisions take effect on March 31, 2024, meaning that, at this point, companies have a very short runway to meet their obligations and brace for the private right of action allowed for under the act. Like so many other features of the MHMDA, data subject rights are deceptively complicated and have the potential to create significant administrative hurdles to getting it right. As promised in our recent summary of the MHMDA (MHMDA: Time to Comply), we are examining in more detail these tricky issues in our MHMDA FAQs and have done a deep dive into data subject ri...

Insights

Feb 02, 2024

## **Reviewing SaaS agreements in the age of AI**

The development and implementation of AI-powered tools, including in SaaS platforms, have experienced a meteoric rise over the course of the last year. Businesses are understandably looking to realize competitive advantages from leveraging these new AI technologies, but adding AI to a tech stack can present serious risks related to bias, data ownership, privacy, accuracy and cybersecurity. As with many new tools, an organization's procurement team is its first line of defense in de-risking AI, and AI literacy is essential in this process. Fortunately, while AI presents unique issues and considerations, the incorporation of AI into SaaS does not require a wholly novel SaaS agreement. Nevertheless, there are key provisions that must be considered carefully to meaningfully address the new risks and issues triggered by the incorporation of AI and the nascent state of the law and contract norms in this space. With ...

Insights

Jan 29, 2024

## **Time to Comply: Washington My Health My Data Act**

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Insights

Jan 22, 2024

## **Quebec Law No. 25: a little-known privacy law with a big reach**

Insights

Jan 04, 2024

## **Pressure-testing your privacy program for 2024**

With the onslaught of new privacy legislation and cyber threats coupled with upticks in enforcement, running a well-functioning and flexible privacy program is now, more than ever, a critical component of an organization's overall risk compliance strategy. As part of this process, companies must pressure-test their privacy programs regularly to make sure they appropriately address existing and emerging risks while maximizing business gains. A comprehensive review is not always possible, but it is important to keep in mind that the last several years have seen a wave of new state privacy laws as well as activity at the federal level that promises to challenge even the most well-developed privacy team. To help companies develop a strategy tailored to 2024, we have highlighted a few key issues below that will be particularly relevant over the coming year.

Insights

Dec 28, 2023

## **California's Delete Act: a first of its kind data broker law**