



Alexander I. Schneider

Special Counsel

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About

When clients need practical legal advice on privacy and consumer protection compliance, they turn to Alex Schneider.

The legal landscape around privacy and data security is constantly evolving, and Alex's clients depend on him to keep them up to date on the latest developments and how they can impact their businesses. Alex helps data-driven businesses with their compliance strategy at all stages, including market entry, rollout of new products, services, and initiatives, due diligence, and corporate transactions. He negotiates and drafts cloud service, data processing, data integration, and e-commerce agreements.

He has extensive experience with a range of federal, state, and global privacy laws, including recent state privacy laws such as the California Consumer Privacy Act (CCPA), the Colorado Privacy Act (CPA), and the Washington My Health My Data Act, the General Data Protection Regulation (GDPR), the Children's Online Privacy Protection Act (COPPA), the Fair Credit Reporting Act (FCRA), data breach notification laws, biometric privacy laws, the EU ePrivacy Directive and cookie law, the Telemarketing Sales Rule, and global marketing laws.

Alex successfully represents clients in FTC and State AG investigations and inquiries into marketing, data privacy, communications, and cybersecurity issues.

Alex served as a legal intern in FTC Commissioner Julie Brill's office and in the U.S. Senate Subcommittee on Privacy, Technology and the Law under Chief Counsel Alvaro Bedoya.

He is a Certified Information Privacy Professional/United States (CIPP/US).

Experience

Negotiated with vendors and collaborated with in-house counsel on privacy terms for deals and projects involving heavy reliance on confidential and sensitive data elements.

Developed a comprehensive privacy compliance program for responding to privacy requests from consumers and compliance efforts associated with the "sale" of personal information to third parties, including addressing gaps identified in the client's privacy policy, internal processes, and procedures.

Implemented a new privacy compliance program in advance of the release of a client's new loyalty program.

Developed templates, training materials, contract intake forms, and other resources for a client to vet new vendors and assess privacy responsibilities both as a consumer-facing business and as a service provider to other businesses.

Counseled a client in connection with an FTC investigation into the client's business practices under Section 5 of the Federal Trade Commission Act.

Drafted comments in response to the FTC's commercial surveillance rulemaking.

Honors

The Best Lawyers in America® "Ones to Watch" (Woodward/White, Inc.), Advertising Law, 2026.

Affiliations

American Bar Association, member

International Association of Privacy Professionals (IAPP), member and Certified Information Privacy Professional/United States (CIPP/US)

Related Services

Advertising and Marketing

Advertising Technology

Artificial Intelligence

California Consumer Privacy Act (CCPA)

Cybersecurity Counseling and Compliance

Federal Trade Commission

General Data Protection Regulation (GDPR)

Privacy and Information Security

The Illinois Biometric Information Privacy Act (BIPA)

Education

The George Washington University Law School, J.D., 2015

- with honors
- Federal Communications Law Journal, articles editor

Brandeis University, B.A., 2012

- summa cum laude
- Dual degrees in Economics and Political Science, Phi Beta Kappa, The Brandeis Hoot, editor in chief

Admissions

District of Columbia, 2018

Massachusetts, 2016