



## Alexander I. Schneider

Special Counsel

[aschneider@kelleydrye.com](mailto:aschneider@kelleydrye.com)

Washington, DC  
(202) 342-8634

### About

When clients need practical legal advice on privacy, artificial intelligence (AI), and consumer protection compliance, they turn to Alex Schneider.

The legal landscape around privacy, AI, 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 privacy, data-governance and compliance strategy at all stages, including market entry, rollout of new products, services, and initiatives, due diligence, and corporate transactions. He negotiates and drafts commercial agreements that meet regulatory requirements and protect confidential and personal information, including cloud service, data processing, data integration, AI, and e-commerce agreements. He offers practical guidance on structuring contracts with AI vendors and addressing the patchwork of regulations when businesses offer or use AI services, chatbots, and automated decision-making technologies.

He has extensive experience with a range of federal, state, and global privacy laws, including 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 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.

For businesses that engage with children or teens, Alex advises and frequently speaks on all aspects of youth privacy laws, including the federal Children's Online Privacy Protection Act (COPPA), app store accountability acts, digital age assurance acts, age-appropriate design code acts, and state comprehensive privacy laws applicable to teen data.

Alex successfully represents clients in Federal Trade Commission (FTC) and State AG investigations and inquiries into marketing, data privacy, youth privacy, AI, 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

Represented media company in FTC investigation on COPPA and youth privacy issues.

Represented a client before a state attorney general investigating compliance with the state's new comprehensive privacy law.

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

Drafted internal business guidance for app developer on implementation of Apple App Store and Google Play Store APIs for complying with state age verification laws.

Advise client on configuration and deployment of cookie management tool to address state privacy law "opt out of sale" requirements and in anticipation of possible California Invasion of Privacy Act (CIPA) wiretapping claims.

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.

Prepared actionable guidance for online business offering AI-powered chatbot to address compliance with federal and state consumer protection and AI laws.

## 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 (AdTech)

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)  
Healthcare Privacy and Data Innovation

## Education

The George Washington University Law School, J.D.

- with honors
- Federal Communications Law Journal, articles editor

Brandeis University, B.A.

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

## Admissions

District of Columbia

Massachusetts