



Alysa Z. Hutnik

Partner

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About

Privacy law and digital advertising have never been more complex. Companies rely on Alysa Hutnik for actionable, practical advice that reflects a deep understanding of the legal landscape, key industry developments, and, most importantly, her clients' businesses. Her support includes helping clients identify opportunities in this moment of significant privacy change, designing sound compliance programs and data strategy, and defending companies before government regulators regarding their data and advertising practices.

Alysa's position in the industry affords her a broad view of the marketplace and industry trends, which helps her clients thoughtfully build and update their privacy roadmaps, both for the current demands, and for what comes next—in the law, technology, and how businesses use and leverage data.

In the event of investigations, enforcement actions, or disputes, Alysa delivers calm, clear-eyed guidance that helps her clients understand and contextualize the issues and sets a course designed to minimize disruption and exposure. Her productive relationships with investigators, regulators, government attorneys, and third parties enable her to facilitate favorable and early resolutions.

Passionate about technology and innovation, much of Alysa's practice is focused in the digital and technology space. She is one of the nation's leading adtech attorneys, active in the industry and well-versed in the unique legal challenges faced by advertisers, publishers, adtech, and data-focused companies.

Ranked as a leading practitioner in the Privacy & Data Security area by *Chambers USA: America's Leading Lawyers for Business*, *Chambers Global*, and *Law360*, Alysa has received accolades for her expansive knowledge and pragmatic advice. Clients tell *Chambers USA* that, "Alysa excels at applying privacy law to a complex digital advertising landscape that she knows exceedingly well. She's doing fantastic work in the adtech space."

Prior to joining the firm, Alysa was a federal clerk for the Honorable Joseph R. Goodwin, United States District Judge, Southern District of West Virginia.

Experience

Providing strategic and practical legal advice on compliance with privacy, information security and

marketing laws and best practices. This includes compliance with federal and patchwork of state laws throughout the United States, as well as consideration for how such strategies fit within global and regional approaches. Her client portfolio includes a broad cross section of key participants in digital advertising and data-focused companies, as well as healthtech, fintech, B2B technology platforms, retailers, media, and franchisors.

Defending clients in privacy, data security, and advertising and marketing practice-focused investigations by the Federal Trade Commission (FTC) and State AGs. Her defense work has occurred over 20 years and meaningfully informs her counseling work.

Assisting clients update their digital advertising and personalization practices in response to legal and industry changes, both on and off platform.

Assisting clients leverage strategies around data use and machine learning, including deploying and using generative AI tools.

Performing TCPA and related consumer protection due diligence on calling and texting practices and technology solutions, as well as assisting clients in developing and enhancing telemarketing and non-telemarketing calling/texting compliance programs under the TCPA, TSR, and state laws.

Assisting clients in proactive efforts designed to prevent data breaches, as well as crisis response and legal obligations upon discovering a potential data breach.

Assisting clients (particularly cloud-based platforms and solution providers) in developing efficient processes for managing and negotiating responses to third-party subpoenas that comply with applicable privacy and other laws and are not unduly burdensome to the company.

Defending clients in privacy and advertising class action litigation in state and federal courts.

Honors

Ranked nationally as a leading practitioner in the Privacy & Data Security area by *Chambers USA*, 2008-2023.

Ranked as a leading practitioner in the Privacy & Data Security area by *Chambers Global*, 2012-2024.

The Best Lawyers in America® (Woodward/White, Inc.), Privacy and Data Security Law, 2020-2024.

Recommended in *US Legal 500* for her work in the Cyber Law – Data Protection and Privacy area, 2011-2023, Marketing and Advertising Litigation area, 2011-2014, 2020, and 2022 and Marketing and Advertising Law – Transactional and Regulatory, 2022.

Recognized as a leading attorney in the Consumer Law practice area by Washington D.C. *Super Lawyers*, 2020.

Selected as one of *Washingtonian Magazine's* "Top Lawyers" in cybersecurity in 2017 and 2018.

Named as a "Rising Star" by *Law360* in Privacy and Consumer Protection Law, 2013.

Affiliations

American Bar Association

International Association of Privacy Professionals (IAPP)

Professional Association for Customer Engagement (PACE)

Alysa has served as a “Law Firm in Residence” for the past few years on IAB Tech Lab’s Board.

Alysa has served in numerous officer positions within the American Bar Association (ABA) Antitrust Section, including as a delegate to the ABA House of Delegates and as the Consumer Protection Officer, and was the past chair of the Privacy and Information Security Committee, and editor-in-chief of the Section’s Data Security Handbook.

Related Services

Advertising and Marketing

Advertising Technology

Blockchain and Cryptocurrency

California Consumer Privacy Act (CCPA)

Communications

Consumer Class Action Defense

Cybersecurity Counseling and Compliance

Fashion and Retail

Federal Trade Commission

General Data Protection Regulation (GDPR)

Manufacturing

Privacy and Information Security

State Attorneys General

Technology

Telephone Consumer Protection Act (TCPA) Defense

The Illinois Biometric Information Privacy Act (BIPA)

Consumer Financial Protection

Financial Institutions

Education

University of Maryland School of Law, J.D., 2001

- Order of the Coif
- Maryland University Law Review, executive editor

Haverford College, B.A., 1998

Admissions

District of Columbia, 2002

Maryland, 2001

Courts

U.S. Court of Appeals–First Circuit

U.S. Court of Appeals–Fourth Circuit

U.S. Court of Appeals–Ninth Circuit