



Andrea deLorimier

Senior Associate

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About

Andrea deLorimier focuses her practice on consumer protection and advertising law, advising companies on compliance across the full lifecycle of the customer experience. Her work spans product formulation and safety, packaging and labeling, advertising development and claim substantiation, and point-of-purchase considerations.

Andrea also has significant privacy law experience, counseling businesses regarding comprehensive state privacy laws and federal privacy frameworks such as the FTC Act, COPPA, and financial privacy laws. She counsels on topics including data collection and use, targeted advertising, and emerging technologies like artificial intelligence.

She regularly represents clients in contested advertising and privacy matters before the Federal Trade Commission (FTC), state attorneys general, and the National Advertising Division (NAD), helping companies navigate investigations and enforcement actions.

Prior to joining the firm, Andrea was a litigator and defended clients in consumer class actions, privacy litigation, and antitrust disputes. She continues to leverage this litigation experience in her current practice, representing clients in complex advertising and privacy-related cases.

Andrea also was an intern for the Federal Trade Commission's Southwest Regional Office, where she gained firsthand insight into the agency's investigative processes. She is a Certified Information Privacy Professional/United States (CIPP/US).

Andrea is only admitted in Texas. She is practicing under the supervision of principals of the firm who are members of the D.C. Bar.

Experience

Federal Trade Commission

Counsel for online education company in wide-ranging FTC (Division of Financial Practices) investigation.

Represented digital healthcare company in FTC (Division of Privacy and Identity Protection) investigation regarding compliance with the Health Breach Notification Rule.

Represented international entertainment company in third-party FTC (Division of Privacy and Identity Protection) investigation regarding youth privacy, in-app purchase, chargeback, and refund practices.

Represented tech startup in FTC (Division of Advertising Practices) investigation regarding AI-related claims and native advertising practices.

National Advertising Division

Represented food and beverage company in successful challenge to competitor's claims regarding purity of its edible oil products.

Defended online business formation services company in challenge brought by competitor.

Affiliations

American Bar Association Consumer Protection Committee, Young Lawyer Rep

Related Services

Direct Sales and Multi-level Marketing

Federal Trade Commission

Marketing and Promotions

Make America Healthy Again (MAHA) and Ultra-Processed Foods (UPFs)

NAD and NARB Challenges

Privacy and Information Security

State Attorneys General

Advertising and Marketing

Healthcare Privacy and Data Innovation

Education

Southern Methodist University, Dedman School of Law, J.D.

- magna cum laude

Texas A&M University, B.S.

- cum laude
- Philosophy and Psychology

Admissions

Texas