



## Céline Guillou

Special Counsel

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### About

Céline Guillou's practice focuses on data privacy law and enforcement matters, specifically as they relate to businesses' compliance with the California Consumer Privacy Act (CCPA). She advises clients on issues related to data security, consumer protection, and compliance with state privacy laws. Her deep understanding of these areas helps her proactively navigate potential risks for clients and achieve effective, favorable resolutions in high-stakes investigations and enforcement actions.

Céline brings experience in both government enforcement and in-house counsel roles. She was one of the first attorneys hired by the California Privacy Protection Agency's (CPPA) Enforcement Division, where she reviewed consumer complaints and audited legal and technical aspects of businesses' compliance with the CCPA. She served as the lead attorney on multiple matters and collaborated closely with technologists who provided support and expert testimony in connection with investigations and litigation. In this role, she also worked with other regulators, including state AG offices, and brings strategic insight into nationwide enforcement trends and priorities.

Prior to serving at the CPPA, Céline was senior privacy counsel at Instacart, where she developed and implemented strategies, policies, and processes to maintain compliance with global privacy laws and identified opportunities to strengthen the company's privacy program. She also built cross-functional partnerships with internal stakeholders to align business activities with evolving regulations and industry developments. In addition, she guided the business through the complex and evolving rules governing advertising technology, ensuring that digital advertising and cross-device tracking tools complied with applicable laws, industry standards, and consumer expectations.

Prior to joining Instacart, Céline advised businesses across various industries, including gaming, retail, and hospitality, on privacy matters and compliance as outside counsel. She began her career as a commercial litigator.

Céline is a Certified Information Privacy Professional (CIPP/E).

### Related Services

Advertising and Marketing  
Advertising Technology  
California Consumer Privacy Act (CCPA)  
Cybersecurity Counseling and Compliance  
General Data Protection Regulation (GDPR)

Privacy and Information Security  
State Attorneys General  
Technology

## **Education**

Columbia Law School, J.D., 1998  
University of Paris School of Law, M.L., 1994

## **Admissions**

California

## **Languages**

French