



Laura Riposo VanDruff

Partner

lvandruff@kelleydrye.com

Washington, DC
(202) 342-8435

About

Laura Riposo VanDruff brings a unique set of experiences, insights, and perspectives to her practice counseling and defending companies on consumer privacy, data security, and consumer protection matters. Laura is Office Managing Partner of the firm's Washington, D.C. office and former Chair of the firm's Advertising and Marketing practice group.

Laura's government and in-house background and her immersive understanding of consumer protection and privacy issues help her quickly identify and address areas of potential concern and facilitate efficient and favorable resolutions of FTC and State AG investigations and enforcement actions.

During her near decade of service at the FTC Bureau of Consumer Protection, including as assistant director, Laura handled matters related to legal violations involving the privacy and security of consumer information. Her enforcement and policy portfolio at the FTC included the security of consumer information, IoT privacy and security, and health privacy. She enforced the Federal Trade Commission Act, Children's Online Privacy Protection Act, Gramm-Leach-Bliley Act, and Fair Credit Reporting Act.

Leveraging her extensive experience with high-stakes litigation, Laura handled significant and varied cases on behalf of the FTC, including Part 3 administrative proceedings and litigation in federal court.

Laura's time at the FTC gave her a deep understanding of how and why government regulators make decisions. She uses that knowledge to create targeted strategies that address their concerns while protecting her clients' interests. Clients value her strategic guidance on consumer data practices, particularly in high-stakes matters involving the use and disclosure of personal information. She advises financial institutions, fintechs, and data brokers on navigating regulatory risks, designing compliance programs, and responding to enforcement actions.

As an assistant vice president and senior legal counsel for AT&T, Laura advised business clients on consumer protection risks, developed and executed strategies in response to regulatory inquiries, and participated in policy initiatives within the company and across the industry.

Laura is a past lecturer at the University of Virginia School of Law.

Honors

Recommended in *US Legal 500* for her work in the areas of Marketing and Advertising Law – Transactional and Regulatory and Cyber Law – Data Protection and Privacy, 2022-2026.

Affiliations

American Bar Association, Privacy and Information Security Committee, vice chair, 2021

American Bar Association's Antitrust Law Section's Committee on Privacy and Information Security, vice chair

Former lecturer at the University of Virginia School of Law.

Related Services

Advertising and Marketing
Advertising Technology (AdTech)
Artificial Intelligence
Privacy and Information Security
State Attorneys General
California Consumer Privacy Act (CCPA)
Cybersecurity Counseling and Compliance
Direct Sales and Multi-level Marketing
Fashion and Retail
Federal Trade Commission
General Data Protection Regulation (GDPR)
Technology
Blockchain and Cryptocurrency
Communications
Healthcare Privacy and Data Innovation

Education

University of Virginia School of Law, J.D.
Binghamton University–State University of New York, B.A.
• Political Science, Phi Beta Kappa

Admissions

District of Columbia