

Law360 Profiles Partner Alysa Z. Hutnik As a Privacy and Consumer Protection “Rising Star”

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Partner **Alysa Z. Hutnik** was profiled in the *Law360* article, "Rising Star: Kelley Drye's Alysa Hutnik." Ms. Hutnik was one of just three attorneys under 40 practicing in the area of privacy and consumer protection law to be recognized as a Rising Star for her legal accomplishments that belie her age.

From her work helping The Walt Disney Co. shape new Internet privacy rules to representing clients in the face of government investigations into technology products, Ms. Hutnik earned a spot among *Law360*'s top young privacy attorneys. She was noted for her work on cutting edge issues in privacy, data security, and related consumer protection, including those involving mobile apps, providers, and online platforms Ms. Hutnik represents top tier brands in a range of such matters, including investigations before the Federal Trade Commission and State Attorneys General, and related litigation in federal and state courts.

The article noted that Ms. Hutnik successfully informally closed three FTC privacy investigations, all within one year, which is the best result for the client.

"These were in areas where the law is evolving with respect to how privacy law applies to a mobile app or a platform or to a fraud protection practice by retailers relating to privacy and data gathering," she said.

Law360 editors reviewed close to 1,000 nominees, whose work spans 23 different practice areas, to arrive at its list of 2013 Rising Stars. Winners were selected based on the strength of their accomplishments in their respective practice groups thus far in their careers.