



Mason Fitch

Special Counsel

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About

Mason Fitch advises clients on a broad range of privacy and AI matters, with a particular focus on the intersection of sensitive personal data, emerging technology, and digital advertising. He has represented clients in state, federal, and international regulatory inquiries relating to data use. His expert knowledge of consumer and health privacy laws, combined with his deep technical understanding, enables him to provide practical and actionable advice to clients when counseling or defending their practices. He draws on his in house and regulatory defense experience to build privacy programs that mitigate risk while prioritizing business priorities. Mason has deep knowledge of state, federal, and international consumer data protection laws in addition to health-specific laws such as HIPAA and Washington's My Health, My Data Act. He is a key advisor on complex regulatory regimes that involve business-critical uses of personal data.

Drawing on his significant in-house experience prior to private practice, Mason brings a practical, operational perspective to building and scaling privacy programs. He served as the first dedicated privacy hire for Hims & Hers Health, where he led all legal matters relating to privacy and data security. He also worked at a Meta (formerly Facebook), where he helped create and lead the privacy review process.

Honors

Recognized as "One to Watch" in the Healthcare: Texas area by *Chambers USA* in 2025-2026.

Related Services

Privacy and Information Security
Artificial Intelligence
Cybersecurity Counseling and Compliance
Technology
Advertising Technology (AdTech)
Healthcare Privacy and Data Innovation

Education

New York University School of Law, J.D., 2017
Columbia University, B.A., 2012

Admissions

California
New York
Texas