

WILSON SONSINI

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FOCUS AREAS

Artificial Intelligence and
Machine Learning
Data, Privacy, and
Cybersecurity
Government Investigations
Internet Strategy and
Litigation
Mobility
Regulatory

HIGHLIGHTS

■ Eddie is a frequent contributor to The WSGR Data Advisor



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EXPERIENCE

Edward Holman is senior counsel in the San Francisco office of Wilson Sonsini Goodrich & Rosati, where his practice focuses on privacy, data security, online advertising, and general marketing practices. His experience includes representing clients ranging in size from small, privately funded start-ups to large, global public companies.

Edward has advised and successfully defended dozens of companies in connection with complex privacy, data security, advertising, and other related investigations by the Federal Trade Commission (FTC), Federal Communications Commission (FCC), Senate and House congressional committees, state attorneys general, international data protection regulators, and self-regulatory organizations. He also advises numerous high tech clients on privacy risks for proposed products, features, and data sharing agreements regarding online services, apps, and connected devices, including how to implement practical privacy by design solutions and how best to collect, protect, and use consumer data in line with both their business interests and ever-evolving legal requirements and best practices. He also helps companies respond to security breaches and ensure the adequacy of their privacy and data security practices in light of emerging global privacy regulations, including the European General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). The International Association of Privacy Professionals (IAPP) has designated Edward as a Certified Information Privacy Professional for the United States private sector (CIPP/US).

From 2009 to 2018, Edward was an associate and counsel in Wilson Sonsini's Washington, D.C., office. Prior to rejoining the firm, he was Associate General Counsel, Global Privacy at Tesla in Palo Alto, California, where he advised the company on all aspects of its international privacy compliance

efforts. Prior to attending law school, Edward co-founded and managed an award-winning combination cybercafé and retail game store in Berkeley, California.

CREDENTIALS

Education

- J.D., George Mason University Antonin Scalia Law School
Magna Cum Laude; Managing Editor, George Mason University Civil Rights Law Journal
- B.A., Economics, University of California, Berkeley

Admissions

- State Bar of California

INSIGHTS

Select Publications

- Co-author, "State AGs Unveil Investigation Sweep Targeting Businesses Ignoring Consumer Opt-Out Signals," *Wilson Sonsini Alert*, September 10, 2025
- Co-author, "U.S. Federal Court Allows CIPA Class Action Against AI Customer Service Provider to Proceed," *Wilson Sonsini Alert*, September 4, 2025
- Co-author, "CPPA Approves New CCPA Regulations on AI, Cybersecurity, and Risk Governance, and Advances Updated Data Broker Regulations," *Wilson Sonsini Alert*, July 30, 2025
- Co-author, "CPPA Board Opens Draft Regulations for Public Comment," *Wilson Sonsini Alert*, May 8, 2025
- Co-author, "CPPA Board Grapples with Public Concerns: Key Updates on Upcoming AI, Risk Assessment, and Cybersecurity Regulations," *Wilson Sonsini Alert*, April 16, 2025
- Co-author, "Lessons from the CPPA's \$632,500 Settlement with Connected Vehicle Manufacturer," *Wilson Sonsini Alert*, March 19, 2025
- Co-author, "CPPA Votes Out Proposed Delete Request and Opt-Out Platform (DROP) Data Broker Regulations," *Wilson Sonsini Alert*, March 12, 2025
- Co-author, "California's Privacy Regulatory Odyssey Continues: Formal CCPA Rulemaking on the Horizon Amidst Expanded Data Broker Requirements," *The WSGR Data Advisor*, November 18, 2024
- Co-author, "California Enacts One-Stop Mechanism for Data Broker Deletion Requests," *Wilson Sonsini Alert*, October 25, 2023
- Co-author with B. Weinstein, "U.S. Supreme Court Requires Warrant for Law Enforcement Requests for Location Information from Third Parties," *The WSGR Data Advisor*, July 2018
- Co-author with L. Parnes, T. Shapiro, M. Staples, and B. Weinstein, "California Enacts Sweeping Privacy Law to Avert Potential Ballot Measure," *The WSGR Data Advisor*, July 2018
- Co-author with L. Parnes, "Eleventh Circuit LabMD Decision Significantly Restrains FTC's Remedial Powers in Data Security and Privacy Actions," *The WSGR Data Advisor*, June 2018
- Co-author with C. Olsen, "What's Old Is New Again: FTC Takes Rare Step of Withdrawing and Reissuing Expanded Data Security Settlement with Uber in Light of 2016 Data Breach," *The WSGR Data Advisor*, May 2018
- Co-author with K. Singleton, "FTC Announces Settlement with PayPal for Alleged FTC Act and GLBA Violations by Venmo," *The WSGR Data Advisor*, March 2018
- Co-author with B. George and B. Suurmond, "A Look Ahead at Privacy and Data Security in 2018," *The WSGR Data Advisor*, January 2018
- Co-author with B. Weinstein, "FTC Holds Workshop on Informational Injury," *The WSGR Data Advisor*, January 2018
- Co-author with L. Weingarten and L. Parnes, "Sears Petitions FTC to Reopen and Modify 2009 Order Concerning Online Browsing Tracking," *The WSGR Data Advisor*, November 2017
- Co-author with S. Mittal Tolman, "Northern District of California Drops FTC Unfairness Claim Against D-Link Systems," *The WSGR Data Advisor*, November 2017
- Co-author with D. Glazer, L. Parnes, and C. Olsen, "The European Startup's Guide to US Data Privacy," *Notion Capital*, November 2017
- Co-author with L. Parnes, C. Olsen, and B. George, "Lenovo Settles FTC Charges Regarding Pre-Installed Software That Compromised Consumers' Cybersecurity and Privacy," *The WSGR Data Advisor*, September 2017
- Co-author with C. Olsen, "Key New Takeaways from Uber's Privacy and Data Security Settlement with the FTC," *The WSGR Data Advisor*, September 2017
- Co-author with T. Shapiro and J. Adams, "FTC Begins 'Start with Security' Conference Series," *The WSGR Data Advisor*, November 2015
- Co-author with T. Klausner and T. Shapiro, "Delaware Enacts New Online Privacy Laws," *The WSGR Data Advisor*, September 2015

- Co-author with J. Molosky, "The Wyndham Rulings and the FTC's Leadership in Data Security Enforcement," *Eye on Privacy*, July 2014
- Co-author with L. Parnes, T. Shapiro, G. Stegmaier, M. Staples, S. Rowe, S. Lee, and E. Schlesinger, "The Next Wave of Privacy Legislation: California Takes on Do Not Track, Kids' Privacy, and Security Breach Notification," *What's In Store: The Newsletter of the Section of Antitrust Law's Consumer Protection Committee, Privacy and Information Security Committee, and Private Advertising Litigation Committee*, Spring 2014
- Co-author with C. Burton and A. Pateraki, "How EU Data Protection Laws Apply To Mobile Apps," *Law360*, March 2013
- Co-author with L. Parnes, "The Role of Competition in Analysing a Consumer Protection Remedy: Should Regulators Consider Competition Law in Urging a 'Do Not Track' Solution?" *Competition Law International*, November 2011
- Co-author with D. Kane and L. Parnes, "A Summary of Comments Filed on the Recent FTC and Commerce Department Data Privacy Frameworks," 11(3) *IAPP Privacy Advisor*, April 2011
- Co-author with L. Parnes, "A Comparison of the Recent FTC and Commerce Department Data Privacy Frameworks," 11(2) *IAPP Privacy Advisor*, March 2011
- Co-author with J. Jacobson and S. Sher, "Predatory Innovation: An Analysis of Allied Orthopedic v. Tyco in the Context of Section 2 Jurisprudence," 23(1) *Loyola Consumer Law Review*, 2010

Select Recent Speaking Engagements

- Panelist, "Regulatory Implications for Artificial Intelligence: Oversight and Risk Mitigation for AI," 2025 NACP National Conference, October 29, 2025
- Roundtable Co-lead, "Mitigating the Risk of Ransomware in SaaS Environments," The L Suite 2025 SaaS Offsite, March 11, 2025
- Speaker, "CCPA On the Ground: Explore Case Studies in Ad Tech, Smart Cars, Health, Finance," IAPP CCPA Comprehensive 2019, February 2019