

Lydia B. Parnes

PARTNER EMERITUS

Data, Privacy, and
Cybersecurity



FOCUS AREAS

Advertising, Promotions,
and Marketing
Class Action Litigation
Consumer Litigation
Data, Privacy, and
Cybersecurity
Federal Trade Commission
Internet Strategy and
Litigation
Mobility

HIGHLIGHTS

- **Broad Privacy and Cybersecurity Experience**
Lydia was co-leader of the privacy and cybersecurity practice, advising companies on privacy and data protection law compliance and representing them in complex regulatory investigations.
- **FTC Veteran**
She is the former director of the Bureau of Consumer Protection at the Federal Trade Commission, where she oversaw privacy and data security enforcement efforts and the development of the FTC's approach to online advertising.
- **A Recognized Practitioner**
Lydia was named a top lawyer in the cybersecurity category by *The Washingtonian Magazine* in 2018, 2017, and 2015, and was regularly recognized in *Chambers USA* and *Chambers Global* as being among the top privacy attorneys in the U.S.
- **Lydia was a frequent contributor to The WSGR Data Advisor**



Wilson Sonsini's Data Advisor is your source for privacy news and insights—brought to you by our global privacy and cybersecurity team. Visit wsgrdataadvisor.com and subscribe to stay connected.

EXPERIENCE

Lydia Parnes retired as a partner from Wilson Sonsini Goodrich & Rosati in 2024. While at the firm, she served as co-leader of Wilson Sonsini's privacy and cybersecurity practice. She regularly represented companies in complex regulatory investigations and provides advice on complying with federal, state, and global privacy and data protection laws.

The former director of the Bureau of Consumer Protection (BCP) at the Federal Trade Commission (FTC), Lydia is a highly regarded privacy expert. As director of the BCP, Lydia oversaw privacy and data security enforcement efforts and the development of the FTC's approach to online advertising.

She testified on numerous occasions on the benefits of a uniform nationwide data breach law and the risks of legislating in the technology area.

During her time at Wilson Sonsini, Lydia advised companies on how to navigate global privacy and data security requirements while pursuing their business goals. She helped them develop and implement comprehensive privacy compliance programs and understand the nuances of regulation and self-regulation in the privacy arena. Lydia regularly represented clients before the FTC and other federal and state agencies.

Lydia was named a top lawyer in the cybersecurity category by *Washingtonian Magazine* in 2018, 2017, and 2015, and was regularly recognized among the country's top privacy and data security attorneys in *Chambers USA*, *Chambers Global*, and *The International Who's Who of Business Lawyers*.

Lydia was a frequent speaker on developments in data security and privacy at events throughout the country.

CREDENTIALS

Education

- J.D., Washington College of Law at American University
- B.A., Political Science, American University

Associations and Memberships

- Advisory Board, Center for Democracy and Technology
- Editorial Board, *The Antitrust Source*, Antitrust Section, American Bar Association
- Member, Presidential Transition Task Force, Antitrust Section, American Bar Association (2017)
- Vice Chair, Privacy and Information Security Committee, Antitrust Section, American Bar Association (2013-2016)
- Co-chair, 2013 Consumer Protection Conference, Antitrust Section, American Bar Association
- Vice Chair, Consumer Protection Committee, Antitrust Section, American Bar Association (2009-2012)
- Member, International Task Force, Antitrust Section, American Bar Association (2010-2011)
- Member, Long Range Planning Committee, Antitrust Section, American Bar Association (2010-2011)
- Member, Department of Homeland Security Data Privacy and Integrity Advisory Committee (2011-2013)
- Board Member, Council of Better Business Bureaus (2010-2013)
- Board Member, Internet Keep Safe Coalition (iKeepSafe) (2009-2012)
- Deputy Executive Director, President's Task Force on Identity Theft (2007)

Honors

- Named as a "Top Lawyer" in the cybersecurity category by *The Washingtonian*, 2015, 2017, and 2018
- Recognized in the privacy and data security category of *Chambers Global: The World's Leading Lawyers for Business*, 2011-2025
- Named among the country's top privacy and data security attorneys in *Chambers USA: America's Leading Lawyers for Business*, 2010-2023
- Selected for inclusion in the internet, e-commerce, and data protection category of *The International Who's Who of Business Lawyers* in 2012
- Recognized in 2012 as a member of the team honored among *Law360's* "Privacy and Consumer Protection Practice Groups of the Year"
- Recipient of the Presidential Rank of Meritorious Executive, 2004

MATTERS

Representative Matters

- Successfully represented a major electronics manufacturer in an FTC investigation into the company's collection of data through a connected consumer entertainment device.
- Successfully represented a genetics testing company in an FTC investigation into the company's data collection and use practices.
- Successfully represented several companies in FTC investigations into compliance with the Fair Credit Reporting Act.
- Successfully represented a client in an industry-wide FTC investigation involving crowdfunding.
- Represented multiple companies in FTC data security compliance investigations.
- Successfully represented multiple companies in FTC data security investigations.

- Successfully represented multiple mobile application developers in FTC COPPA investigations.
- Counseled connected device manufacturers on privacy compliance.
- Counseled multiple companies on compliance with the Children's Online Privacy Protection Act.

INSIGHTS

Select Publications

- Contributor, "Accountability to Data Subjects and Regulators," *The Guide to Data as a Critical Asset, Global Data Review, 2022*

Select Speaking Engagements

- Panelist, "Protecting Information Privacy: Challenges and Opportunities in Federal Legislation," Brookings Institution, September 2019
- Panelist, "Privacy Legislation: Building Blocks of Bipartisan Compromise," TechFreedom, May 2019
- Panelist, "Is the FTC's Current Privacy Toolkit Adequate?" FTC Hearings on Competition and Consumer Protection in the 21st Century, April 2019
- Panelist, "FTC Data Security Enforcement," FTC Hearings on Competition and Consumer Protection in the 21st Century, December 2018
- Panelist, "Spotlight: State Enforcement," Incident Response Forum 2018
- Panelist, "The Future of FTC Privacy and Data Security Policy," Fifth Annual Symposium on the Law and Economics of Privacy and Data Security: Developing a Cost-Benefit Framework for Data Policy, George Mason University and the Future of Privacy Forum, June 2017
- Speaker, "Privacy and Data Security: How to Effectively Position Your Company to Face the Latest Challenges," Wilson Sonsini panel presentation, Austin, Texas, April 2017
- Panelist, "So You Got A CID: How to Work with the FTC, FCC, and State AG's," Global Summit, International Association of Privacy Professionals, April 2017
- Panelist, "Competition and Consumer Law Issues Raised by Customer Profiling," Annual Meeting of the Antitrust Section, American Bar Association, March 2017
- Moderator, "Privacy and Data Security," Wilson Sonsini Fintech Conference: Current Issues Facing Fintech Companies and Investors, Menlo Park, California, February 2017
- Panelist, "Regulatory Expectations in a New Administration," Wilson Sonsini panel presentation, Menlo Park, California, January 2017