

Tracy Shapiro

PARTNER

Privacy and
Cybersecurity
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FOCUS AREAS

Advertising, Promotions,
and Marketing

Artificial Intelligence and
Machine Learning

Consumer Products and
Services

Digital Media and
Entertainment

Federal Trade Commission

Internet

Internet Strategy and
Litigation

Privacy and Cybersecurity

EXPERIENCE

Tracy Shapiro is a partner in Wilson Sonsini's San Francisco office, where she advises on privacy, data security, and advertising issues, and defends clients in investigations and enforcement actions brought by the Federal Trade Commission (FTC), state attorneys general, Senate and House congressional committees, and self-regulatory bodies.

Tracy has extensive experience counseling clients on compliance with federal privacy laws, including the FTC Act, the Children's Online Privacy Protection Act, and the Video Privacy Protection Act, and state privacy laws, including the new California Consumer Privacy Act (CCPA), biometric privacy laws, and student privacy laws.

She works with companies that range from privately-funded start-ups to large, global public companies, and include mobile apps, advertising technology companies, Internet of Things devices, streaming content services, digital health providers, educational technology companies, e-commerce companies and retailers, social media services, software companies, and data aggregators.

Tracy spent six years as an attorney at the FTC in the Bureau of Consumer Protection's Division of Privacy and Identity Protection and the Division of Advertising Practices, where she investigated and brought enforcement actions related to consumer privacy, data security and advertising. She helped create principles for industry self-regulation and led the FTC's first enforcement action involving interest-based advertising. After her government service, Tracy worked as in-house privacy and advertising counsel for Yahoo!.

CREDENTIALS

Education

- J.D., The George Washington University Law School, 2001
Magna Cum Laude
- B.A., Political Science, University of California, Berkeley, 1996

Associations and Memberships

- Member, International Association of Privacy Professionals

Honors

- Selected for inclusion in the 2024 edition of the Lawdragon's *500 Leading Global Cyber Lawyers* guide
- Recipient, FTC Janet D. Steiger Award, 2006

Admissions

- State Bar of California

INSIGHTS

Select Publications

- Co-author, "FTC Announces Proposed Settlement with 1Health.io Genetic Testing Firm for Privacy and Security Violations," *Wilson Sonsini Alert*, July 5, 2023
- Co-author, "Colorado Attorney General's Office Releases Modified Draft Rules for Colorado Privacy Act: Key Takeaways," *Intellectual Property & Technology Law Journal*, March 2023
- Co-author with L. Weingarten, "FTC Settles COPPA Action Against 'Coloring Book for Adults,'" *Privacy & Cybersecurity Law Report*, Vol. 7, No. 8, October 2021
- "CCPA proposed modified regs 2.0 in California," *International Association of Privacy Professionals*, February 2020
- "California Senate committee updates CCPA amendments," *International Association of Privacy Professionals*, July 2019
- "Hello, Dolly: What You Need to Know About Connected Smart Toys and Privacy," *CyberSpace Lawyer*, 2017
- Co-author with L. Parnes, T. Shapiro, M. Staples, and E. Durette, "FTC Recommends Consumer Protections for Mobile Payment Industry," *Wolters Kluwer Intellectual Property and Technology Law Journal*, June 2013

Select Speaking Engagements

- Moderator, Silicon Valley General Counsel Association All Hands Meeting, "California Here We Come: Getting Ready for the CCPA," November 2019
- Speaker, "Privacy: Preparing for the California Consumer Privacy Act," Fullstack GC Conference, May 10, 2019
- Panelist, "Current Approaches to Privacy," *FTC Hearing on Competition and Consumer Protection in the 21st Century*, Washington, D.C., April 9, 2019
- Speaker, "California Consumer Privacy Act: Key Compliance Points for Business," World Federation of Advertisers / Digital Governance Exchange, February 7, 2019
- Speaker, "Data Security: Build A Strategy Before There's A Problem," Nasdaq Entrepreneurial Center April 12, 2016
- Speaker, "EU Safe Harbor: What Next?" Privacy, Security, and Freedom of Expression – Learning Day, Global Network Initiative and the Stanford Center for Internet and Society, December 2, 2015
- Speaker, Internet of Things Panel, "Programming the Law: Privacy, Security, and Innovation," UC Hastings Privacy Symposium, February 26, 2016
- Speaker, "IoT Agreements," 27th Annual All Hands Meeting, Santa Clara, California, October 29, 2015
- Speaker, "Data Security for Startups," NASDAQ Center, October 21, 2015
- Speaker, ABA Privacy and Information Security Committee, October Update, October 14, 2015
- Moderator, "It's Time! What You Need to Know about the DAA's New Mobile Guidelines," IAPP Privacy. Security. Risk Conference, October 1, 2015
- Speaker, "Developments in Student Privacy and Security," American Bar Association, March 25, 2015
- Speaker, "From Google Glass to Celebrity iCloud Leaks – Can Privacy Law Keep Up with Technology?" Association of Business Trial Lawyers, October 28, 2014
- Speaker, "Open Source Issues In Cybersecurity" San Francisco Bar Association, the Intellectual Property Section and Insurance Practice Section, August 14, 2014
- Speaker, "Privacy on the Invisible Internet," Berkeley Center for Law & Technology Roundtable, October 16, 2013
- Speaker, "Best Practices Regarding Employment Issues," The Stanford Program in Law, Science & Technology hosted its 10th Annual E-Commerce Best Practices Conference at Stanford Law School, June 28, 2013