

WILSON SONSINI

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FOCUS AREAS

Advertising, Promotions,
and Marketing

Artificial Intelligence and
Machine Learning

Federal Trade Commission

Privacy and Cybersecurity

Regulatory

HIGHLIGHTS

■ Kelly is a contributor to The WSGR Data Advisor



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EXPERIENCE

Kelly Singleton is an associate in the Washington, D.C., office of Wilson Sonsini Goodrich & Rosati, where her practice focuses on U.S. privacy, advertising, and marketing issues.

Kelly has extensive experience representing companies in investigations and enforcement actions brought by the Federal Trade Commission (FTC) and state regulators. She has defended major technology companies, gig economy companies, and others in investigations involving a wide range of consumer protection issues, several of which have been resolved without enforcement action. Kelly has also represented ISPs and social media platforms in FTC studies of privacy and advertising practices.

Kelly regularly counsels clients on U.S. privacy, advertising, and marketing laws and regulations, including Section 5 of the FTC Act, the Children's Online Privacy Protection Act, state privacy and biometrics laws, the FTC's Endorsement Guides, and other advertising guidance. She helps clients stay on top of key regulatory developments and enforcement priorities, and works with them to develop practical compliance strategies for their business. She also frequently helps clients prepare policy positions and advocacy on proposed laws and regulations.

During law school, Kelly worked on privacy and technology law and policy issues on the Hill, as a teaching fellow to Professor (now-FTC Commissioner) Alvaro Bedoya, and at the Georgetown Law Center on Privacy & Technology, the Electronic Privacy Information Center, and the Department of Justice's Office of Privacy and Civil Liberties.

CREDENTIALS

Education

- J.D., Georgetown University Law Center, 2017
- B.A., Philosophy, The George Washington University, 2014
With Departmental Honors; Magna Cum Laude

Admissions

- Bar of the District of Columbia
- State Bar of Illinois

INSIGHTS

Select Publications

- Co-author, "What's in a Review? The FTC's Updated Endorsement Guides and Proposed New Rule on Consumer Reviews," *Wilson Sonsini Alert*, July 6, 2023
- Co-author, "FTC Adopts New Policy Statement Warning About Misuses of Biometric Information," *Wilson Sonsini Alert*, May 18, 2023
- Co-author, "FTC Holds Event on Digital Marketing and Blurred Advertising's Impact on Children," *Wilson Sonsini Alert*, October 27, 2022
- Co-author, "FTC Votes Unanimously to Release New COPPA Policy Statement and Proposed Amendments to the Endorsement Guides," *Wilson Sonsini Alert*, May 20, 2022
- Co-author, "FTC Open Meeting Focuses on Privacy, Rulemaking Petitions, Acquisitions by Digital Platforms, and Vertical Mergers," *Wilson Sonsini Alert*, September 20, 2021
- Co-author with L. Parnes, C. Olsen, and S. Schultze, "*AMG v. FTC*: U.S. Supreme Court Ends Key FTC Consumer Protection Enforcement Practice," *Wilson Sonsini Alert*, April 22, 2021
- Co-author with L. Ahmed, "Acting FTC Chairwoman Slaughter Previews Potential FTC Priorities Under New Administration," *Wilson Sonsini Alert*, February 16, 2021
- Co-author with L. Parnes, "Director of FTC's Consumer Protection Bureau Gives Guidance on Consumer Protection Risks Associated with AI and Algorithms," *Wilson Sonsini Alert*, April 15, 2020
- Co-author with L. Weingarten, "FTC Trends and Forecasts: Notable Areas of Interest in 2019 and What's Ahead in 2020," *The WSGR Data Advisor*, Winter 2020
- Co-author with B. Weinstein and A. Irwin, "Challenges to the FTC's Authority in 2019," *The WSGR Data Advisor*, Winter 2020
- "WSGR Event Recap: The State of Play at the FTC on Privacy," *The WSGR Data Advisor*, May 3, 2019
- "New Colorado Law Takes Effect That Includes Strict 30-Day Data Breach Notification Requirement," *The WSGR Data Advisor*, October 8, 2018
- "Federal Judge Allows Researchers' First Amendment Challenge to CFAA's 'Access' Provision to Move Forward," *The WSGR Data Advisor*, May 23, 2018
- Co-author with M. Staples, "New FTC Report Recommends Steps to Improve Mobile Security Updates," *The WSGR Data Advisor*, May 23, 2018
- Co-author with L. Parnes, "'Two Cops on the Beat is Nothing Unusual': Ninth Circuit Reverses Panel Decision, Rules FTC Act's 'Common Carrier' Exemption is Activity-Based," *The WSGR Data Advisor*, March 26, 2018
- Co-author with E. Holman, "FTC Announces Settlement with PayPal for Alleged FTC Act and GLBA Violations by Venmo," *The WSGR Data Advisor*, March 26, 2018
- "Illinois Appellate Court Holds That BIPA Plaintiffs Must Show Actual Harm," *The WSGR Data Advisor*, March 26, 2018