

WILSON SONSINI

Kelly A. Singleton

ASSOCIATE

Data, Privacy, and
Cybersecurity
Washington, D.C.

ksingleton@wsgr.com
202-973-8840



FOCUS AREAS

Advertising, Promotions,
and Marketing

Artificial Intelligence and
Machine Learning

Data, Privacy, and
Cybersecurity

Federal Trade Commission
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, consumer protection, and artificial intelligence (AI) 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 corporations including technology platforms, telecommunications companies, AI providers, gig economy companies, media companies, and others in investigations involving a wide range of consumer protection issues, many of which have been resolved without enforcement action. Kelly has also represented ISPs and social media platforms in FTC market studies of privacy and advertising practices.

Kelly regularly counsels clients on U.S. privacy, advertising and marketing, and AI laws and regulations, including Section 5 of the FTC Act, the Children's Online Privacy Protection Act, the Restore Online Shoppers' Confidence Act, the FTC's Endorsement Guides, and state privacy, biometrics, and AI laws. She helps clients stay on top of key regulatory developments and enforcement priorities, and works with them to develop practical compliance strategies for their businesses. 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 former FTC Commissioner Alvaro Bedoya, and at the Georgetown Law Center on

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

MATTERS

Representative Regulatory Matters

- Currently representing technology company in FTC investigation involving ROSCA, earnings claims, and other consumer protection and privacy issues.
- Currently representing large online platform in FTC advertising investigation.
- Represented Shutterstock in FTC ROSCA and advertising investigation. Successfully negotiated consent agreement resolving investigation.
- Represented online media company in FTC investigation into AI data licensing practices. Case closed with no enforcement action.
- Represented Lyft in FTC investigation involving earnings claims. Successfully negotiated consent agreement resolving investigation.
- Represented Google in FTC and multi-state attorney general endorsement investigations. Successfully negotiated consent agreements resolving investigations.
- Represented AI service provider in FTC privacy and data security investigation. Case closed with no enforcement action.
- Represented consumer goods company in FTC investigation into Made-in-USA claims. Case closed with no enforcement action.
- Represented auto company in FTC advertising investigation. Case closed with no enforcement action.
- Represented major social media platforms in industry-wide FTC inquiries into advertising, endorsement, and privacy practices.
- Represented ISP in industry-wide FTC inquiry into ISP privacy practices.

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