

WILSON SONSINI

Maneesha Mithal

 Pronunciation
PARTNER

Privacy and
Cybersecurity
Washington, D.C.

mmithal@wsgr.com
202-973-8834

FOCUS AREAS

Advertising, Promotions,
and Marketing

Artificial Intelligence and
Machine Learning

Federal Trade Commission
Government Investigations

Internet Strategy and
Litigation

Privacy and Cybersecurity

Strategic Risk and Crisis
Management

HIGHLIGHTS

-  **FTC Veteran**
Maneesha led the Federal Trade Commission's Division of Privacy and Identity Protection for over a decade.
-  **Investigations Experience**
Maneesha spearheaded over 150 investigations while at the FTC, and currently represents clients in high-profile investigations by the Commission.
-  **AI, Fintech, Digital Health, and State Privacy Law Expertise**
Maneesha is one of the founding members of the firm's AI group and has extensive experience counseling clients in the fintech and digital health areas on privacy and security issues.
-  **Maneesha is 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

Maneesha Mithal is a partner in the privacy and cybersecurity practice in the Washington, D.C., office of Wilson Sonsini Goodrich & Rosati, where she advises clients on privacy, cybersecurity, and consumer protection matters and represents companies in regulatory investigations. She is also one of the founding members of Wilson Sonsini's AI group.

Maneesha is an internationally recognized expert on privacy and data security, having led the Federal Trade Commission's (FTC's) Division of Privacy and Identity Protection prior to joining the firm. In this capacity, Maneesha oversaw a team of 40 lawyers responsible for the enforcement of privacy and security laws and the development of policy positions in areas such as artificial intelligence, facial recognition, biometrics, and connected cars, as well as health privacy, children's privacy,

ransomware, and the intersection of privacy and competition. She was also responsible for enforcing the Fair Credit Reporting and Gramm-Leach-Bliley Act Safeguards Rule. She led the negotiation of numerous privacy and data security settlements and managed the first litigated FTC decisions on cybersecurity issues. Maneesha also worked with congressional staff on federal privacy legislation, with state attorney general offices on joint investigations, and with other federal and international agencies on a variety of initiatives.

Earlier in her career, as a manager with the FTC's International Consumer Protection Division, Maneesha worked on European privacy issues and served as a U.S. delegate to the privacy committees of the OECD and APEC.

Maneesha previously served as Chief of Staff and Senior Counsel in the Bureau of Consumer Protection (BCP), where she reviewed advertising cases and financial consumer protection matters, and held various positions in BCP's International Division, including as Acting Associate Director. She began her legal career as a litigator at Covington & Burling.

Maneesha is a frequent speaker at industry events, including IAPP- and ABA-led panels.

CREDENTIALS

Education

- J.D., Georgetown University Law Center, 1995
Cum Laude
- B.A., Georgetown University, 1992
Magna Cum Laude

Associations and Memberships

- Recipient, Future of Privacy Forum Distinguished Public Service Award, 2023
- Recognized in "Top Women in Data 2022" by *GDR*

Honors

- Recognized for privacy and data security in the 2024 edition of *Chambers Global*

Admissions

- Bar of the District of Columbia

INSIGHTS

Select Publications

- Co-author, "Do's and Don'ts for Developing, Extending, and Using Generative AI Models," *The Computer & Internet Lawyer*, May 2, 2023
- Co-author, "New Legal Requirements for Online Marketplaces: The INFORM Consumers Act," Wilson Sonsini Alert, February 6, 2023
- Co-author with D. Chase, "FYI on NFTs: Consumer Protection and Privacy Considerations," *The WSGR Data Advisor*, March 8, 2022
- Author, "Legal Requirements for Mitigating Bias in AI Systems," *The WSGR Data Advisor*, February 14, 2022
- "Privacy and Security Enforcement: State AGs Flex Their Muscles," Wilson Sonsini Alert, February 2, 2022
- Co-author with L. Ahmed and L. Weingarten, "Fintech and Financial Privacy: Regulatory Developments on the Use of Financial Data," Wilson Sonsini Alert, January 25, 2022
- "FTC Consumer Protection Remedies After the U.S. Supreme Court's AMG Decision," Wilson Sonsini Alert, January 19, 2022
- "2021 Privacy and Cybersecurity Year in Review," Wilson Sonsini Advisory, January 12, 2022

Maneesha is also a frequent contributor on the [Data Advisor](#).

Select Speaking Engagements

- Speaker, "AI—The Challenge of the Intelligent Computer," National Association of Attorneys General, 2023 Eastern Regional Meeting, Uncasville, Connecticut, July 13, 2023
- Speaker, WSJ Pro Cybersecurity Forum, May 31, 2023
- Speaker, "Web3 Privacy and Security," TechGC, June 23, 2022