

## Samantha Alexandria- Booth Machock

OF COUNSEL

Litigation  
*San Diego*

smachock@wsgr.com  
858-350-2227



### FOCUS AREAS

Class Action Litigation  
Consumer Litigation  
Data, Privacy, and  
Cybersecurity  
Internet Strategy and  
Litigation  
Litigation  
Supreme Court and  
Appellate

### HIGHLIGHTS

- Experienced Litigator**  
Samantha has successfully represented clients in high-stakes consumer class action and privacy litigation at all stages of proceedings—from trial court to the U.S. Supreme Court.
- Privacy and Consumer Litigation Specialist**  
Samantha represents companies in bet-the-company mass and class action litigation involving novel privacy and consumer protection claims, including under the Stored Communications Act, the Wiretap Act, the California Consumer Privacy Act, the California Invasion of Privacy Act, and the California Unfair Competition Law, as well as other statutory, common law, and constitutional theories.
- Precedent-Setting Victories**  
Samantha's successes include multiple precedent-setting wins for clients on cutting-edge legal issues, including related to generative AI services, the First Amendment, and claimed consumer privacy rights.

### EXPERIENCE

Samantha Machock is Of Counsel in the San Diego office of Wilson Sonsini Goodrich & Rosati, where she is a member of the internet strategy and litigation group. Samantha's practice focuses on representing technology and healthcare companies in complex, high-stakes consumer class and mass actions, particularly those involving cutting-edge consumer protection, false advertising, privacy, and cybersecurity-related claims. She has secured victories for her clients on a wide range of dispositive motions and class action issues: Recent victories include dismissal of claims against a generative AI service for allegedly misleading users, dismissal of a putative TCPA class action, and dismissal of claims seeking to create novel privacy rights for drivers under California's Unfair Competition Law. Samantha is currently lead counsel for YouTube and Google in hundreds of cases alleging youth addiction and other harms as a result of YouTube's design.

Samantha also has a robust appellate and policy-litigation practice, with a particular focus on First Amendment-related issues. She represents both individuals and companies in cases seeking to vindicate rights related to corporate speech, political speech, and online platforms' hosting of third-party content. Samantha represents companies at every stage of litigation—including before the U.S. Supreme Court—and has successfully briefed and argued appeals before the Ninth Circuit, Seventh Circuit, Fourth Circuit, and California state courts. Samantha draws on that experience to provide clients with creative solutions to complex legal questions—both in and outside of litigation.

Samantha routinely speaks and publishes on trends in privacy and class action litigation—including on topics such as the Internet of Things, the CCPA, global class action trends, and First Amendment

issues.

Prior to joining Wilson Sonsini, Samantha worked at another major law firm, clerked for the Honorable Carlos T. Bea on the U.S. Court of Appeals for the Ninth Circuit, and worked for two years for a respected JAMS arbitrator.

## CREDENTIALS

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### Education

- J.D., UCLA School of Law, 2014  
*Order of the Coif; Michael T. Masin Scholar; Senior Editor, UCLA Law Review*
- B.A., Global Studies, University of California, Santa Barbara, 2009  
*Summa Cum Laude*

### Associations and Memberships

- Executive Board, Emerging Leaders Council, Bottom Line (2019-2021)

### Admissions

- State Bar of California
- State Bar of Illinois

## MATTERS

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### Select Matters

Samantha has extensive experience defending and counseling clients on consumer class action, data privacy, and technology-related issues, as well as a robust appellate practice focusing on First Amendment and other speech-related issues. For example, she has:

- Secured complete dismissal of a suit alleging that a company's generative AI service was deceptive and harmful to users
- Secured complete dismissal of a suit against an automobile manufacturer seeking to create novel privacy rights for vehicle owners
- Secured complete dismissal with costs of a putative TCPA class action against a ride-sharing company
- Secured a favorable resolution in a putative data breach class action against a medical company
- Secured favorable resolution of numerous putative class actions challenging banking fee disclosures and practices
- Secured favorable resolution of numerous putative class actions against a telecommunications company challenging consumer fee disclosures
- Secured a favorable judgment for a technology client in defamation case
- Secured reversal of an adverse judgment on appeal in a case involving First Amendment rights to engage in campaign speech
- Represented a technology company challenging restraints on corporate speech related to data privacy, including on appeal
- Represented a technology company in putative class actions challenging consumer disclosures and privacy issues, including on appeal
- Secured complete dismissal of claims against a pension fund and affirmance on appeal
- Secured a full judgment, after arbitration, in favor of a client in a commercial contract dispute
- Counseled clients across industries on corporate speech issues, arbitration enforcement, and compliance with various state cybersecurity and data-privacy laws, including the CCPA

## INSIGHTS

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### Select Speaking Engagements

- Panelist, "Class Actions—Beyond 23(b)(3)," 2025 Litigation Section Annual Conference, American Bar Association, April 2025