

Malcolm Yeary

ASSOCIATE

Data, Privacy, and
Cybersecurity
San Francisco

myeary@wsgr.com
415-947-2450



FOCUS AREAS

AI in Healthcare
Artificial Intelligence and
Machine Learning
Consumer Products and
Services
Data, Privacy, and
Cybersecurity
Emerging Companies and
Venture Capital
Federal Trade Commission
Internet Strategy and
Litigation
Life Sciences
State Attorneys General

EXPERIENCE

Malcolm Yeary is an associate in the San Francisco office of Wilson Sonsini Goodrich & Rosati, where his practice focuses on artificial intelligence, privacy, data protection, and regulatory compliance.

Malcolm has experience representing companies in investigations brought by the Federal Trade Commission (FTC) and state attorneys general. He has advised clients regarding various privacy and data security laws, including Section 5 of the FTC Act, state comprehensive privacy laws, the Children's Online Privacy Protection Act (COPPA), U.S. state age appropriate design laws, Washington's My Health My Data Act, and consumer protection statutes (including biometric privacy laws such as Illinois BIPA).

He also has extensive experience counseling clients on new AI laws and regulations, including the Colorado AI Act, the CCPA automated decision-making rule, and various state AI healthcare laws. Moreover, he works with companies to establish AI governance frameworks.

Malcolm has worked with clients across industries—particularly in the technology, healthcare, and financial sectors—on developing complex compliance frameworks, including obligations under the California Consumer Privacy Act (CCPA), the Health Insurance Portability and Accountability Act (HIPAA), and the NIST AI Risk Management Framework. He also advises on emerging state and federal rulemakings and helps clients prepare comments and advocacy related to proposed regulations.

During law school, Malcolm interned with Judge Carl Nichols on the U.S. District Court for the District of Columbia.

CREDENTIALS

Education

- J.D., University of Chicago Law School, 2024
Honors
- B.A., Economics, Pomona College, 2021
Phi Beta Kappa Scholar, Leland Backstrand Award for Excellence in Economics, Pomona College Scholar

Admissions

- State Bar of California