



Mary J. Hildebrand CIPP/US/E

Partner

Founder and Chair, Privacy & Cybersecurity

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Mary founded and leads the firm's Privacy & Cybersecurity group with the primary goal of helping companies launch and grow their businesses while staying in compliance with the complex regulations governing the collection and commercial use of personal information.

Access to data is critical to the growth of many kinds of businesses; however, its misuse can expose companies, executives, and employees to serious liability. Mary collaborates with teams across the firm ranging from Investment Management to White Collar Criminal Defense and Insurance Recovery to counsel clients across the wide range of industries where data privacy issues arise.

Her commitment to learning the intricacies of each client's business enables her to anticipate and mitigate risk as privacy and cyber laws quickly evolve on the state, federal, and international level. She is a recognized authority on EU and U.S. data privacy and information security laws, including the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR), in addition to industry-specific requirements such as the Federal Trade Commission Act, the Health Insurance Portability and Accountability Act (HIPAA), and the Children's Online Privacy Protection Act (COPPA).

Mary's extensive experience in intellectual property enhances her ability to understand the technology and data challenges companies face today. For more than 30 years, clients have turned to her as a trusted advisor; she has successfully guided business leaders and general counsel through difficult decisions and hundreds of sophisticated tech/data deals from concept to closing. She regularly serves as lead counsel to both public and private companies in complex commercial matters, helping clients commercialize, protect, and manage their intellectual property, technology, and database assets around the world; she also counsels startups on the transactions and foundational legal structures needed to launch their businesses.

A highly regarded "top-notch," "hugely responsive," and "skilled, bright and knowledgeable" practitioner, Mary has been consistently recognized by *Chambers USA* (2009-2020) for her successful handling of complex transactions involving significant IP assets. Her clients commend her as "a phenomenal client manager" who gives "useful, pragmatic, practical advice."

HONORS & AWARDS

- > **The Best Lawyers in America (2016; 2019-2021)**
Recognized in the Corporate, Privacy & Data, and IT Outsourcing Law sections
- > **Chambers USA: America's Leading Lawyers for Business: (2009-2020)**
Recognized for work in Intellectual Property
- > **Women's Political Caucus of New Jersey: Mary Philbrook Award: (2011)**
In honor of the first female attorney admitted to the Bar in New Jersey in 1896
- > **NJBIZ: Best 50 Women in Business: (2011)**

NEWS & INSIGHTS

Publications

- > March 31, 2021
"2020 and Q1 2021 Developments and Annual Compliance Checklists," *Investment Management Client Alert*
Scott H. Moss, Brian A. Silikovitz, Rachel Ingwer, Mary J. Hildebrand CIPP/US/E, Andrew E. Graw, Doreen M. Edelman, Megan Monson, George Danenhauer, Andrew Bisbas, Christian C. Contardo, Manas Kumar
- > March 8, 2021
"Virginia Approves New Data Privacy Law: States Take the Lead as U.S. Trends Closer to Europe's GDPR," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,

- > January 29, 2021
"Post-Brexit, Schrems II, and the GDPR: Privacy Compliance Priorities in Early 2021 (Part Two)," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,
- > January 22, 2021
"Post-Brexit, Schrems II, and the GDPR: Privacy Compliance Priorities in Early 2021," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,
- > January 11, 2021
"As of January 1, the California Consumer Privacy Act Regulates De-identified Patient Information: Prompt Action Required," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E
- > January 6, 2021
"LET'S FACE IT: Facial Recognition Technology Involves More Than Meets the Eye," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Diane Moss, Manali Joglekar CIPP/US, CIPP/E, CIPT
- > July 16, 2020
"The EU-U.S. Privacy Shield Invalidated: What It Means for U.S. Companies," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,
- > June 22, 2020
"Privacy Concerns Multiply as Digital Contact Tracing Spreads: U.S. Tech Industry Takes the Lead as Congress Fails to Act," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E
- > June 8, 2020
"Contradictory Responses by Privacy Regulators Post- COVID-19: Balancing the Economy with Cybersecurity in a Changed World," *Business Law Today*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,
- > June 3, 2020
"California Attorney General Submits Final Regulations for the California Consumer Privacy Act," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,
- > June 1, 2020
"Contradictory Responses by Privacy Regulators Post-COVID-19: Balancing the Economy With Cybersecurity in a Changed World," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,
- > May 27, 2020
"Emerging From COVID-19: Data Privacy and Security in a Changed World," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E
- > April 16, 2020
"COVID-19 Era Remote Work Environments Increase Cybersecurity Risks: What You Need to Know and Do," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US,
- > February 27, 2020
"The California Consumer Privacy Act: An FAQ for Investment Managers," *Privacy & Cybersecurity and Investment Management Client Alert*
Mary J. Hildebrand CIPP/US/E, Peter D. Greene, Scott H. Moss, Eileen Overbaugh, Edgar R. Hidalgo CIPP/US
- > February 21, 2020
"2019 and Q1 2020 Developments and Annual Compliance Checklists," *Investment Management Client Alert*
Scott H. Moss, Brian A. Silikovitz, Lesley P. Adamo, Mary J. Hildebrand CIPP/US/E, George Danenhauer
- > January 3, 2020
"CCPA: What You Need to Know Now," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E
- > October 16, 2019
"California Attorney General Releases Draft Regulations Under the California Consumer Privacy Act: New Concepts, New Questions, and Few Clarifications," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Matt Savare, Edgar R. Hidalgo CIPP/US, Manali Joglekar CIPP/US, CIPP/E, CIPT, Diane Moss,
- > September 19, 2019
"California Lawmakers Finalize the California Consumer Privacy Act ... at Least for Now," *Privacy & Cybersecurity Client Alert*
Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US, Diane Moss,
- > July 1, 2019
"The Dashboard Act's Innovative Approach To Data Protection," *Law360*
Mary J. Hildebrand CIPP/US/E
- > June 20, 2019

"New York on Verge of Passing Landmark Data Security Legislation," *Privacy & Cybersecurity Client Alert*

Mary J. Hildebrand CIPP/US/E, Kathleen A. McGee

> March 12, 2019

"2018/2019 Developments and Compliance Checklists," *Investment Management Client Alert*

Scott H. Moss, Andrew E. Graw, Mary J. Hildebrand CIPP/US/E, Brian A. Silikovitz, Lesley P. Adamo, George Danenhauer, Megan Monson

> October 17, 2018

"The Impact of GDPR and Evolving U.S. Laws," *LinkedIn*

Mary J. Hildebrand CIPP/US/E

> February 7, 2018

"Year-End Developments and Compliance Checklists," *Investment Management Client Alert*

Scott H. Moss, Andrew E. Graw, Mary J. Hildebrand CIPP/US/E, Brian A. Silikovitz, George Danenhauer, Megan Monson

> May 22, 2017

"Top Cyber-Risk Issues -- Takeaways from the National Center of Cybersecurity Excellence Speaker Series," *LinkedIn*

Mary J. Hildebrand CIPP/US/E

> February 28, 2017

"Countdown to GDPR – What's the Word on WP29's Recent Guidance?," *LinkedIn*

Mary J. Hildebrand CIPP/US/E

> January 23, 2017

"Is Cybersecurity at the Top of Your List for 2017? If So, You're on the Right Track," *LinkedIn*

Mary J. Hildebrand CIPP/US/E

> December 16, 2016

"European Union - Article 29 Working Party Releases Guidance on Key Elements of GDPR," *Privacy and Information Security Client Alert*

Mary J. Hildebrand CIPP/US/E

> November 17, 2016

"Beyond HTML5 and Java: What Developers and Publishers Need to Know When Creating Mobile Health Apps," *Healthcare Business Today*

Mary J. Hildebrand CIPP/US/E, Matt Savare

> July 13, 2016

"US-EU Privacy Shield Adopted," *Privacy and Information Security Client Alert*

Mary J. Hildebrand CIPP/US/E

> June 29, 2016

"Brexit and EU Data Protection: Assessing the Impact for US Organizations," *Privacy and Information Security Client Alert*

Mary J. Hildebrand CIPP/US/E

> April 29, 2016

"EU Data Protection Update: Landmark General Data Protection Regulation Passes Final Hurdle and Regulators Weigh In on Privacy Shield," *Privacy and Information Security Client Alert*

Mary J. Hildebrand CIPP/US/E

> April 13, 2016

"Why Health Care Cos. Can Expect More HIPAA Probes," *Law360*

Mary J. Hildebrand CIPP/US/E

> April 11, 2016

"Beware the OCR," *Privacy and Information Security, Health Care Litigation, Investigations & Compliance, Life Sciences Client Alert*

Mary J. Hildebrand CIPP/US/E

> 1st Quarter 2016

"Social Media: The New Reality for Credit Professionals," *CRF News*

Bruce S. Nathan, Mary J. Hildebrand CIPP/US/E

> March 3, 2016

"Proposed Privacy Shield Imposes Significant New Obligations on US Companies," *Privacy and Information Security Client Alert*

Mary J. Hildebrand CIPP/US/E

> December 21, 2015

"Landmark EU Data Protection Regulation Close to Becoming a Reality," *Privacy and Information Security Alert*

Mary J. Hildebrand CIPP/US/E

> October 31, 2015

"What Startups Need to Know About the Safe Harbor Ruling in Europe," *TechCrunch*

Mary J. Hildebrand CIPP/US/E

- > October 19, 2015
"The Euro Court of Justice Safe Harbor Ruling Should Spur Careful Planning," *Corporate Counsel*
Mary J. Hildebrand CIPP/US/E

- > September 11, 2015
"Privacy Rights, Free Speech, and The EU's Bid to Reach Beyond Its Borders," *Forbes*
Mary J. Hildebrand CIPP/US/E

In the Media

- > April 23, 2021
In **Compliance Week**, **Mary J. Hildebrand CIPP/US/E**, partner and Chair of the firm's **Privacy & Cybersecurity** group, discusses the Biden administration's more "regulation-friendly" approach to privacy, as demonstrated in a recent letter by Sen. Edward Markey (D-Mass.) and Rep. Kathy Castor (D-Fla.) that asks the Federal Trade Commission to investigate possible violations of the Children's Online Privacy Protection Act (COPPA) by Google Play. Hildebrand says, "The agency has exercised its considerable authority to enforce COPPA on many other occasions, and I'm personally optimistic this letter will trigger an investigation to ensure that Google and its app developers are playing by the rules."
- > March 11, 2021
Mary J. Hildebrand CIPP/US/E, founder and Chair of Lowenstein's **Privacy & Cybersecurity** group, speaks with **Law360** about the need for federal regulation governing companies' collection and maintenance of COVID-related health information, including who has and has not received a Covid-19 vaccine. Hildebrand says, "The current situation with COVID-related data underscores the compelling need for federal action...California residents have been accorded certain rights to personal information under state law which may be helpful, but protection of this sensitive data should not depend on where you live."
- > March 9, 2021
Mary J. Hildebrand CIPP/US/E, Chair of Lowenstein Sandler's **Privacy & Cybersecurity** group, is a guest speaker on **Artificial Intelligence Edition**, the inaugural episode of the podcast *McLane Middleton Minutes*, on which she discusses facial recognition software, how companies should structure its use and the data they collect from it, and why a federal law on this issue would be helpful. Citing the increase in class actions and conflicting regulations, she suggests that companies use the Illinois Biometric Information Privacy Act and the FTC's Ever Album settlement agreement as guideposts on this issue.
- > January 15, 2021
Mary J. Hildebrand CIPP/US/E talks to **Law360** about increasing state and federal regulation of the collection and use of biometric data such as facial scans and fingerprints. She says, "The FTC's proposed settlement [with Ever, a defunct photo storage app that allegedly deceived consumers about its use of facial recognition technology] and the proposed New York law lead me to the conclusion that we will continue to see a proliferation of biometric privacy laws. It's an issue that cuts across geographies and demographics."
(subscription required to access article)
The article also appears in **Biometricupdate.com**.
- > December 18-21, 2020
Mary J. Hildebrand CIPP/US/E tells **Reuters** that Nike's workout apps are a source of valuable information about customers; she notes that the data they provide give the company a "significant advantage" over rivals. She states, "[Nike] likely has several scientists using the data to see if shoppers will tolerate higher prices." The Reuters article was reprinted in **Yahoo! Finance**, **Nasdaq**, **City A.M.**, **América Retail**, and the **New York Post**.
- > December 15, 2020
Mary J. Hildebrand CIPP/US/E speaks to **Compliance Week** about the FTC's request for information from nine social media companies and streaming services, including Amazon.com, Facebook, and YouTube, concerning their collection, use, and sale of users' personal information and the impact of those practices on children and teens. "I think this inquiry is long overdue," she says. "And I doubt it will be the last one. I'm hoping the information they collect might inform a national data privacy law." Hildebrand warns companies working with the nine organizations singled out by the FTC that they, too, may be affected: "If you're a company that deals directly with the named organizations, or companies that may share data with these companies, you should take note."
- > October 7, 2020
Mary J. Hildebrand CIPP/US/E speaks to **SC Magazine** about H&M's recent \$41.5 million penalty for collecting personal data on its employees in Germany. She observes that while companies may understand that their employees have "the same rights under applicable data protection laws [such as GDPR] as revenue-generating customers, [they often lack] ... appropriate follow-through and implementation of these policies to ensure that employee privacy rights are respected." Hildebrand adds, "H&M has generated an impressive list of to-dos in an effort to compensate for egregious and illegal data collection and processing activities."
- > October 7, 2020
Mary J. Hildebrand CIPP/US/E says that U.S. companies should be prepared to respond to inquiries regarding the Foreign Intelligence Surveillance Act (FISA) and its implications for their business, including EU data transfer activities. In **Corporate Counsel** and **Legaltech News** articles discussing a **Lowenstein/ACC New Jersey Cyber Day** presentation featuring Hildebrand and Mark Faber (Vice President, Corporate Counsel, Cyber and Privacy Law, Prudential Financial), Hildebrand notes that since the European Union Court of Justice invalidated the EU-U.S. Privacy Shield, various EU organizations have required completion of "detailed questionnaires... about FISA..." in order to initiate or continue commercial relationships.
- > June 9, 2020
CIO Dive features **Mary J. Hildebrand CIPP/US/E**, partner and Chair of the firm's **Privacy & Cybersecurity** practice in an article on the privacy and security ramifications of working remotely in the wake of the COVID-19 pandemic. Hildebrand notes that businesses have had to cede "control of the work environment" as everyone turned to Zoom and other online channels, exposing companies to both cybercriminals and potential privacy violations. She also observes that regulators have not been aligned on enforcement of data privacy laws in response to COVID-19, relaxing rules under HIPAA while forging ahead to enforce the California Consumer Privacy Act on July 1. Hildebrand also points to the lack

of definitive federal legislation to regulate the collection and use of medical information for purposes of contact tracing. Google and Apple, creators of a framework for mobile apps that notify those at risk for COVID-19, also established parameters for digital contact tracing that include user consent and other privacy features. In a situation where Congress has so far failed to act, it's plausible, says Hildebrand, that private enterprise has taken on "a quasi-governmental role" in an effort to fill the void.

> January 24, 2020

Mary J. Hildebrand, the founder and chair of the firm's **Privacy & Cybersecurity** team, comments on the United Kingdom's new privacy laws aimed at protecting children online in an article in **Law360**. The U.K.'s Information Commissioner's Office's Age Appropriate Design Code requires set stricter standards for designing, developing or offering online services that children are likely to access including turning off geolocation tracking and profiling by default, and minimizing data collection and sharing. Hildebrand observes that compliance will require "a lot of work and a lot of judgment calls to be made, sometimes in a vacuum and likely without a lot of guidance.... A lot of back-and-forth between the industry and the U.K. data protection authority is likely to be required." She adds: "It will be interesting to see how the balancing test between the commercial interests of the website operator and the privacy interests of the child plays out." (*subscription required to access article*)

> January 9-14, 2020

Lowenstein's representation of **PVH Corp.** [NYSE:PVH] in its definitive agreement to sell its Speedo North America business to Pentland Group for \$170 million in cash is highlighted in **Law360**, **Bloomberg Law**, **Retail Dive**, **Financial News**, and the **Global Legal Chronicle**. The Lowenstein deal team included **Marita A. Makinen**, **Andrew P. Erdmann**, **Doreen M. Edelman**, **Andrew E. Graw**, **Darren Goodman**, **Mary J. Hildebrand**, **Matt Savare**, **Michael Walutes**, **Jeffrey M. Shapiro**, **Jack Sidorov**, **Abbey E. Baker**, **Manali Joglekar**, **Justin Gindi**, **Sophia Mokotoff**, **Nicole Rae Morales**, **Bryan Sterba**, and **Vikram Paul**. The PVH team included Mark Fischer, Jeffrey Hellman, and Meredith Felz (Legal), along with Dana Perlman and Lina Yoo (In-house Deal Makers). (*subscription required to access certain content*) **View Lowenstein's news announcement about this transaction.**

> January 1, 2020

Mary J. Hildebrand contributes to **Law360's** roundup of 2020 predictions for privacy and cybersecurity law by thought leaders in the field. She says that recent data protection laws like California's Consumer Privacy Act and the EU's GDPR, where "companies' ability to use and disclose data is ... determined by the nature of the rights granted to them by the user or owner of the data," contribute to the growing trend of viewing data as a "separate asset class with a new and rapidly emerging legal framework around it." (*subscription required to access article*)

> November 18-26, 2019

Lowenstein's representation of **The Estée Lauder Companies Inc.** in its acquisition of the shares that the company does not already beneficially own in Have & Be Co. Ltd., the Seoul-based, global skin care company behind Dr. Jart+ and men's grooming brand Do The Right Thing, is noted in **Mergers & Acquisitions**, **Yahoo! Finance**, **Digital Commerce 360**, **PYMNTS.com**, the **Global Legal Chronicle**, **The Deal** (article, deal listing), **Law360**, **Business Wire**, **Bloomberg**, and **The Beauty Influencers**. Led by partner **Marita A. Makinen**, the Lowenstein deal team includes **Gina M. Seong**, **Darren Goodman**, **Doreen M. Edelman**, **Mary J. Hildebrand**, **Matt Savare**, **Michael Walutes**, **Jack Sidorov**, **Abbey E. Baker**, **Kate Basmagian**, **Manali Joglekar**, **Taryn E. Cannataro**, **Sophia Mokotoff**, **Carly S. Penner**, **Bryan Sterba**, and **Matthew Tippy**. (*subscription required to access article*) **View Lowenstein's news announcement about this transaction.**

> November 12, 2019

Mary J. Hildebrand CIPP/US/E, partner and Chair of Lowenstein's **Privacy & Cybersecurity** group, comments in **TechRepublic** on the risk of ransomware to startup and midsize healthcare companies, observing that there is no "one-size-fits-all" solution. "For every organization that adamantly refuses to cooperate, there is another one that weighs the relative costs of non-compliance in terms of interrupted healthcare, costs, expenses and reputational risk, against the amount demanded, and decides to wire the funds," she says. In a **second TechRepublic article** on the subject, she addresses disclosure requirements under HIPAA when ePHI (electronically protected health information) is compromised. "OCR argues that ePHI was acquired during the encryption process, unless the covered entity that was attacked can prove otherwise," she says. "As any healthcare organization that has wrestled with this issue can tell you, this is a high bar to meet." Hildebrand recommends being prepared with a disaster recovery plan that "includes data back-ups, applications, infrastructure/cloud capacity, and appropriately skilled staff," and keeping messages to employees and patients "brief, factual, and timely."

> November 9, 2019

Lowenstein's representation of **W2O**, the leading independent provider of analytics-driven, digital-first marketing communications to the health care sector, in the acquisition of Arcus Medica, a recognized leader in medical and scientific communications, highlighted in the **Global Legal Chronicle**. The Lowenstein deal team included **David L. Goret**, **Marita A. Makinen**, **Andrew P. Erdmann**, **Matthew Tippy**, **Eugene R. Cheval**, **Tracy F. Buffer**, **Michael Walutes**, **Sophia Mokotoff**, **Megan Monson**, **Matt Savare**, **Bryan Sterba**, **Mary J. Hildebrand**, **Manali Joglekar**, **Carly S. Penner**, **Amy Komoroski Wiwi**, and **James C. Shehan**. **View Lowenstein's news announcement about this transaction.**

> September 20, 2019

Mary J. Hildebrand is featured in an article on **TVNewsCheck** spotlighting her presentation at the conference **Media Outlook 2020**, which expanded upon an article written by Hildebrand and **Carly S. Penner** for the Media Financial Management Association's magazine, **The Financial Manager**. Hildebrand explains how the United States differs from Europe and certain other countries in that it does not have a set of federal laws addressing privacy and cybersecurity generally and that federal laws here are industry-specific. Although the Federal Trade Commission is the de facto regulator of many online activities, including privacy and security standards, companies must now consider 50 different state data breach laws, plus Guam, Puerto Rico, and the Virgin Islands. California and Nevada have also adopted comprehensive data protection laws, and more states are considering similar legislation. (*subscription required to access article*)

> June 12, 2019

Mary J. Hildebrand, Chair of the **Privacy & Cybersecurity** group, is quoted in **Compliance Week** in an article on how state laws are filling in the federal privacy data void and why New York State's privacy legislation is important. She says it puts "more companies at issue since it includes far more companies under its jurisdiction. State law also allows private causes of action for violating the New York Privacy Act, although New York might make the individual litigant prove damages." Hildebrand adds that "[c]ompanies seeking to comply [with the New York Privacy Act] will be confronted by complexity and entirely new (and ill-defined) concepts such as 'data fiduciary' and 'privacy risk' ... [and that] in any merger or acquisition that involves the transfer of personal data associated with a New York state resident, affirmative consent to the transfer must be obtained from each New York resident before the transfer is permitted to occur."

> January 24, 2019

The PE Hub Network, **The Deal**, and **Law360** (**December 12, 2018**; **January 24, 2019**) note Lowenstein Sandler as lead counsel to Cerberus Capital Management, L.P. in its

acquisition of Sparton Corporation (NYSE: SPA). (Lowenstein deal team: **Marita A. Makinen, Robert G. Minion, Jeffrey Blumenfeld, Mary J. Hildebrand, Nicholas G. Mehler, Christine Osvald-Mruz, Matt Savare, Jeffrey M. Shapiro, James C. Shehan, Michael Walutes, Jack Sidorov, Norman W. Spindel, Stuart S. Yusem, Manali Joglekar, Sabrina Cua, Allison Gabala, Megan Monson, Alex H. Rosenthal, Bryan Sterba, Matthew Tippy, Lauren E. Killeen, and Lauren M. Troeller.**) *(subscription required to view certain content)*
View Lowenstein's news announcement about this transaction.

- > January 7, 2019
Lowenstein Sandler is noted as lead counsel to Vesey Street Capital Partners, LLC (VSCP) in their recapitalization of Elite Body Sculpture as published in **The PE Hub Network, Cision PR Newswire, and The Business Journals** (Lowenstein deal team: **Marc B. Kramer, Brooke A. Gillar, Steven E. Siesser, Lowell A. Citron, Michael Walutes, Lesley P. Adamo, Eileen Overbaugh, Elisia M. Klinka, Nicholas Gonski, Darren Goodman, Megan Monson, Eric Jesse, Alanna Sandoval, Jeffrey M. Shapiro, Jack Sidorov, Mark P. Kessler, Paul M. Krueger, Michael A. Buxbaum, Norman W. Spindel, Mary J. Hildebrand, Bryan Sterba, Manali Joglekar, and Stuart S. Yusem.**)
- > May 28, 2018
The **Buffalo Law Journal** notes Lowenstein Sandler as counsel to a company discussing its General Data Protection Regulation (GDPR) compliance efforts. The article quotes **Mary J. Hildebrand**, who notes many companies' confusion as to whether and why GDPR applies to them. Hildebrand explains that GDPR has expanded the definition of personal data, that it applies depending on where data is processed (not just on where it "sits"), and that GDPR compliance obligations will involve careful judgment calls.
- > July 10, 2017
Mary J. Hildebrand comments in **Law360** on the risks created by an expanded definition of personal data under the General Data Protection Regulation (GDPR).
- > July 7, 2017
In **Bloomberg BNA**, **Mary J. Hildebrand** comments on enhanced compliance obligations imposed on data processors once the General Data Protection Regulation (GDPR) takes effect on May 25, 2018.
- > July 3, 2017
Mary J. Hildebrand comments in **Law360** regarding the FTC's stance on collecting geolocation data from cellphones without explicit consent.
- > April 1, 2017
Mary Hildebrand comments in **POLITICO Pro** on the U.S. government's political stance regarding the EU-U.S. Privacy Shield pact.
- > March 27, 2017
Mary Hildebrand is quoted in **LegalTech News** on the UK's data protection authority's enforcement of cybersecurity standards.
- > October 27, 2016
Mary Hildebrand comments in **POLITICO Pro's Europe Brief** on the first legal challenge against the EU Privacy Shield data transfer agreement.
- > October 5, 2016
Mary Hildebrand is quoted in **The Cybersecurity Law Report** on the importance of proper cyber due diligence and how companies can mitigate cyber risks.
- > September 20, 2016
Mary Hildebrand comments in an **SC Magazine** article on a decision by the U.S. Sixth Circuit Court of Appeals granting victims of the Nationwide Insurance data breach standing to sue.
- > September 7, 2016
Mary Hildebrand comments in **The Wall Street Journal** on a decision by the Ninth Circuit Court of Appeals in **AT&T Mobility v. Federal Trade Commission**, which held that the FTC does not have jurisdiction over common carriers, clouding privacy regulations for telecommunications, cable, and internet companies.
- > September 1, 2016
Mary Hildebrand comments in **SC Magazine** on adoption rates for the Privacy Shield among companies that transfer data from the EU to the U.S.
- > July 26, 2016
Mary Hildebrand gets the last word in a **Law360** article on the Privacy Shield and what U.S. companies can expect over time.
- > July 14, 2016
Mary Hildebrand is quoted in **The Wall Street Journal** regarding the European Union's decision to adopt the Privacy Shield agreement.
- > July 5, 2016
Mary Hildebrand has been recognized as a power player and one of the top 10 women in the IT security space by **SC Magazine** for her thought leadership on privacy and IT security. She shares this honor with top female executives from Microsoft, Google, Uber, and other cutting-edge tech companies.
- > June 17, 2016
Mary Hildebrand comments in **Bloomberg BNA** on guidance companies need on fines imposed by the new EU privacy law.
- > June 6, 2016
Mary Hildebrand is quoted in **The Wall Street Journal** on how data localization services enabling the transfer of data stored in Europe to a U.S. server may not be a viable option.
- > April 28, 2016
Mary Hildebrand comments in **Bloomberg BNA** on the GDPR's high-risk processing requirements and the challenges they pose for U.S. companies.
- > April 13, 2016
Mary Hildebrand is quoted in an **Investor's Business Daily** article that discusses the legal limbo facing tech giants like Amazon, Facebook, and Google resulting from ongoing deliberations regarding the proposed EU-U.S. Privacy Shield.

- > April 11, 2016
Mary Hildebrand comments in *Bloomberg BNA* on possible outcomes should the Article 29 Working Party issue a negative opinion on the EU-U.S. Privacy Shield arrangement.
- > April 11, 2016
Mary Hildebrand comments in *SC Magazine* on a leaked excerpt from the Article 29 Working Party Opinion on the EU Privacy Shield, the content of which points to further delays in the finalization of the agreement.
- > April 11, 2016
Mary Hildebrand comments in *The Wall Street Journal* regarding the Article 29 Working Party assessment of privacy protections in the Privacy Shield agreement.
- > March 10, 2016
Mary Hildebrand comments in *The Wall Street Journal* on the regulatory and compliance requirements companies will have to manage under the new Privacy Shield.
- > February 12, 2016
Mary Hildebrand is quoted in *The Wall Street Journal* and *Law360* on the issues companies face in light of the new Privacy Shield announced by EU and U.S. authorities.
- > February 1, 2016
Mary Hildebrand comments in *USA Today* on new data privacy protections proposed by the European Union and their effect on transatlantic business.
- > December 8, 2015
Mary Hildebrand is quoted in *The Wall Street Journal* on the alternatives companies are using in place of Safe Harbor, while the European Court of Justice negotiates a new agreement.
- > October 8, 2015
Mary Hildebrand provides insight in a *Corporate Secretary* article on how U.S. companies must rethink compliance with EU data privacy laws.
- > October 6, 2015
Mary Hildebrand comments in *CIO Magazine* regarding the Court of Justice of the European Union's ruling declaring the Safe Harbor agreement invalid and how this could result in the loss of uniformity for privacy investigations throughout many European countries.

SPEAKING ENGAGEMENTS

- > Speaker, **Privacy & Cyber Topics That Keep You Up at Night**, Association of Corporate Counsel (ACC) New York City Chapter, Webinar, March 25, 2021
- > Guest Speaker, **Artificial Intelligence Edition: Facial Recognition Software**, McLane Middleton Minutes, Podcast, March 9, 2021
- > Presenter, **Limits on Private-Sector Collection and Use of Data**, Seton Hall University School of Law, Webinar, March 5, 2021
- > Speaker, **Someone's Watching You: Facial Recognition, Privacy Concerns and Data Protection Trends in the US**, TerraLex, Webinar, January 28, 2021
- > Speaker, **Lowenstein Sandler and ACC New Jersey's Virtual Cyber Day**, Lowenstein Sandler and ACC New Jersey, October 7, 2020
- > Speaker, **Hot Topics in Data Privacy for 2020**, ACC NJ, September 4, 2020
- > Speaker, **COVID-19: Are Data Security and Privacy at Risk?**, TerraLex, Webinar, June 2, 2020
- > Panelist, **Eagle Alpha's Data Strategy - Legal Workshop on Personally Identifiable Information, CCPA and Alternative Data**, Lowenstein Sandler and Eagle Alpha, Webinar, October 21, 2019
- > Speaker, **Lowenstein Sandler and ACC New Jersey's 5th Annual Cyber Day**, Lowenstein Sandler; ACC New Jersey, Roseland, NJ, October 3, 2019
- > Moderator, **IoT and the Cybersecurity Landscape**, Corporate Counsel (ALM Media), New York, NY, September 26, 2019
- > Presenter, **Media Outlook 2020**, Media Financial Management Association (MFM), New York, NY, September 12, 2019
- > Speaker, **Privacy and Cyber Security Breakfast Roundtable: Assessing the Impact of New and Amended State and Federal Laws**, Duff & Phelps, New York, NY, June 26, 2019
- > Panelist, **Case Closed: Cell Phone Privacy in the Modern World**, Rutgers Law School, Newark, NJ, November 8, 2018
- > Speaker, **Lowenstein Sandler and ACC New Jersey's 4th Annual Cyber Day**, Lowenstein Sandler; ACC New Jersey, Roseland, New Jersey, October 10, 2018
- > Moderator, **Women, Influence & Power in Law: The Original Global Forum Facilitating Women-to-Women Exchange on Leadership and Legal Issues**, Corporate Counsel, Washington, DC, October 4-5, 2018
- > Speaker, **The Global Challenges of Cybersecurity and Digital Terrorism**, World Services Group Annual Conference, Nassau, Bahamas, September 20, 2018
- > Speaker, **A Global Perspective: What You Need to Know About New U.S. Federal & State Data Protection Laws & How They Align With GDPR**, Association of Corporate Counsel (ACC), September 11, 2018
- > Panelist, **Financial Services and GDPR: The Next 60 Days ...**, BrightTALK, August 14, 2018
- > Speaker, **Navigating a Post-GDPR Business Landscape: What You Need to Know**, Lowenstein Sandler, Roseland, New Jersey, August 1, 2018
- > Speaker, **Select Topics for Asset Managers – Privacy, Advertising and Enforcement**, New York, NY, May 22, 2018

- > **The Deep, Dark Web: What is it – and how does it impact your business?**, CLE Presentation, February 13, 2018
- > Moderator, **Blockchain Technology, Smart Contracts, and Cryptocurrency CLE Panel**, Roseland, NJ, October 3, 2017
- > **Cyber Day**, Roseland, NJ, September 27, 2017
- > **EU General Data Protection Regulation (GDPR) Implementation Update Series**, Roseland, NJ, February 1, 2017
- > **EU General Data Protection Regulation (GDPR) Mini Series**, Roseland, NJ, October 6, 2016
- > **Seton Hall Law Review Symposium**, Newark, NJ, September 29, 2016
- > **Insurance Issues in Commercial Contracts**, Webinar, September 21, 2016

EDUCATION

- > Duke University School of Law (J.D.)
- > Union College of Union University (B.A.), magna cum laude

ADMISSIONS

- > New Jersey