

Sophie Baum

Associate

Denver

Biography

Sophie Baum guides clients through preparing for and responding to a wide range of privacy, security, and data protection issues. Through strategic, practical advice, Sophie counsels clients to find a path forward through product development challenges, compliance goals, and policy initiatives.

Sophie advises clients ranging in size from startups to international organizations on complex global regulatory compliance efforts, data breach response, and state and federal investigations. Her clients span a broad range of industries, including automotive, retail, information technology, media, and healthcare. She advises on compliance with the California Consumer Privacy Act (CCPA), the General Data Protection Regulation (GDPR), and the Children's Online Privacy Protection Act (COPPA), among other privacy and security laws. Sophie has experience with a variety of legal issues related to privacy and data security, including online behavioral advertising, data subject rights requests, artificial intelligence, e-commerce, data breach response, and incident response planning.

While in law school, Sophie served as the Editor-in-Chief of the *Michigan Technology Law Review* and as a student lawyer for the University of Michigan Human Trafficking Clinic. Prior to law school, she worked as a consultant advising on best business practices for chief privacy officers of large companies and helped run the privacy incident response team at a federal government agency.



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Practices

IT Law

Marketing and Advertising

Privacy and Cybersecurity

Industries

Automotive

Consumer

Education

Technology and Telecoms

Areas of focus

AdTech

Consumer Protection and Privacy

Data Protection

Latest thinking and events

- News
 - Colorado Privacy Act rules FAQ: Turning “final” rules into FINAL rules
- Hogan Lovells Events
 - Cybersecurity Preparedness in Three “Acts” – Is Your Organization Prepared?
- News
 - New Hope for EU-US Data Transfer Mechanism Following White House Executive Order
- News
 - California Attorney General settles with Sephora in first CCPA fine
- News
 - California poised to enact broad, new restrictions on online services with under-18 users
- News
 - FTC announces advanced notice of proposed rulemaking on commercial surveillance and data security

Fashion and Luxury Brands

Education and admissions

Education

J.D., University of Michigan Law School, 2019

B.A., University of Virginia, 2013

Memberships

Member, International Association of Privacy Professionals

Bar admissions and qualifications

District of Columbia

Certified Information Privacy Professional (CIPP/US)

Colorado
