

## Tim P. Tobin

Senior Counsel

Washington, D.C.

### Biography

Tim Tobin has focused on privacy, data security, and cybersecurity law since the beginning of his legal career nearly 20 years ago.

Whether in marketing and advertising, contracting and deals, the development of new products and technologies, cross-border data sharing, or within the workplace, he helps clients understand their obligations to protect data and is a trusted counselor for how they can lawfully collect, use, and share personal information. Whether the issue relates to state laws such as the California Consumer Privacy Act, federal laws such as the Children's Online Privacy Act; the Gramm-Leach-Bliley Act; and the Telephone Consumer Privacy Act, or international laws such as the EU General Data Protection Regulation, Tim provides practical, risk-based advice so clients can focus on the bottom line.

Tim is always at the ready to help when a business experiences a security incident, having counseled companies on hundreds of data breaches since the early implementation of data-breach notification laws. Tim also helps clients prepare before a data breach happens; he has helped numerous companies with incident response preparedness plans and exercises. He helps companies with regulatory investigations, having represented clients across a range of consumer protection issues, including privacy, data security, and



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### Languages

English

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### Practices

Privacy and Cybersecurity  
Digital Assets and Blockchain

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### Industries

Aerospace and Defense  
Automotive and Mobility  
Consumer  
Education  
Financial Institutions  
Insurance  
Technology and Telecoms

advertising, as well as in investigations before the Federal Trade Commission, the Consumer Financial Protection Bureau, and the U.S. Department of Justice.

Tim helps clients from a broad array of industry sectors that includes automotive, financial services, defense, education, retail, technology, and entertainment.

## Representative experience

Counseled the Alliance of Automobile Manufacturers on groundbreaking industrywide connected car privacy principles.

Assisted a large Fortune 50 financial institution with the development of a comprehensive vendor risk assessment program.

Assisted a large global consulting firm with the development of strategies to process and transfer personal data globally for various client services.

Assisted a large global data broker with multicountry assessments of market practices and legal obligations.

Assisted a large multinational bank with big data assessment.

## Awards and rankings

- Transport: Rail and Road (Regulation), *Legal 500 US*, 2018-2019

## Latest thinking and events

- News
  - FTC "resurrects" Penalty Offense Authority for unlawful endorsements and testimonials
- News
  - Colorado enacts comprehensive privacy law
- News
  - CPRA countdown: Updated transparency obligations and opt-out rights
- News
  - NYDFS recommends critical new practices to reduce supply chain risk in wake of SolarWinds

## Private Capital

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### Areas of focus

AdTech

Advertising and Copy Clearance

Breach Preparedness, Response, Investigation, and Communications

Broadband, Internet, and E-commerce

California Consumer Privacy Act

Connected Cars

Cross-border Restructuring and Insolvency

Data Protection

Workplace Privacy

Media and Entertainment

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## Education and admissions

### Education

J.D., George Mason University School of Law, magna cum laude, 2001

B.A., Michigan State University, 1991

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### Memberships

Member, American Bar Association

Member, Federal Communications Bar Association

Member, International Association of Privacy Professionals (IAPP)

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## Bar admissions and qualifications

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- News
  - CPRA countdown: Changes to consumer rights in California
- News
  - To pay or not to pay: Another regulator weighs in on the decision to pay a ransom

District of Columbia

Virginia

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## Court admissions

U.S. Court of Appeals, Fourth Circuit

U.S. District Court, District of  
Columbia

U.S. District Court, Eastern District of  
Virginia

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