



David A. Zetoony

SHAREHOLDER

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Data, Privacy & Cybersecurity | Food, Beverage & Agribusiness | Retail

David Zetoony, Co-Chair of the firm's U.S. Data, Privacy and Cybersecurity Practice, focuses on helping businesses navigate data privacy and cyber security laws from a practical standpoint. David has helped hundreds of companies establish and maintain ongoing privacy and security programs, and he has defended corporate privacy and security practices in investigations initiated by the Federal Trade Commission, and other data privacy and security regulatory agencies around the world, as well as in class action litigation.

David receives regular recognitions from clients and peers for his knowledge and experience in the fields of data privacy and security. The *National Law Journal* named him a “Cybersecurity and Data Privacy Trailblazer,” *JD Supra* recognized him four times as one of the most widely read names when it comes to data privacy, cyber security, or the collection and use of data, and *Lexology* identified him seven times as the top “legal influencer” in the area of technology, media, and telecommunications in the United States, the European Union, and in the context of cross-border transfers of information. He is the author of the American Bar Associations primary publication on the European General Data Protection Regulation (GDPR) and is writing the American Bar Association's primary publication on the California Consumer Privacy Act (CCPA).

Concentrations

- Building and maintaining corporate data privacy programs
- Providing strategy and advice concerning the cross-border transfer of information
- Advising on regulatory investigations concerning privacy and security practices
- Defending privacy and security litigation

Experience

Data Privacy

- Assisted Fortune 500 companies with the establishment and maintenance of their data privacy program.°
- Provides ongoing advice and counseling concerning data privacy related risks to dozens of companies, including nationally recognized retailers and hospitality companies.°

- Represented leading consumer tracking technology company before the FTC in a privacy investigation.°
- Represented facial recognition technology provider before the FTC in a privacy investigation.°

Data Security

- Represented one of the largest human resource outsourcing companies before the FTC following data security breach.°
- Defended international financial company in data security breach investigation initiated by the FTC.°
- Assisted hundreds of companies in responding to data security incidents and breaches.°
- Conducted detailed assessments of data security breach preparations of numerous companies including national retailers with more than 2,000 locations, and Top 5 department store chains.°

Advertising / Consumer Protection

- Represented top clothing retailer before the FTC in a fur-labeling investigation.°
- Represented leading automotive company in the defense of a \$20 million national advertising campaign.°
- Represented leading cosmetics company in an investigation initiated by the National Advertising Division of the Better Business Bureau.°
- Represented a cosmetic company in connection with FTC investigation of body image related claims.°

°The above representations were handled by Mr. Zetoony prior to his joining Greenberg Traurig, LLP.

Recognition & Leadership

Awards & Accolades

- Selected, *JD Supra*, “Top Authors,” 2020, 2019, 2018
- Selected, *Lexology*, “Top Legal Influencer”
 - TMT – US, Q1 2020
 - TMT – US, Q4 2019
 - TMT – Cross-Border, Q2 2019
 - TMT – Europe, Q1 2019
 - TMT – Cross-Border, Q4 2018
 - TMT – Europe, Q3 2018
- Named, Client Service All Star, *BTI Client Service All-Stars Report*, 2020
- Selected, *The National Law Journal*, “Cybersecurity & Data Privacy Trailblazer,” 2016
- Recipient, Catholic Charities, Outstanding Pro Bono Partner Award, 2011

Professional & Community Involvement

- Advisory Board Member, Silicon Flatirons

Credentials

Education

- J.D., University of Virginia, 2003
- B.A., *cum laude*, Rice University, 2000

Admissions

- Colorado
 - District of Columbia
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News, Insights & Presentations

David regularly writes and speaks on issues related to privacy, security, and cross-border information transfers.

News

10.09.20	Greenberg Traurig Hires 5 More Privacy and Data-Security Lawyers, Bulking Up in a Practice Area That's Booming as Clients Rush to Navigate New Regulation and Safeguard Sensitive Information , <i>Business Insider</i>
09.30.20	Greenberg Traurig Hires New Data Privacy Leaders, Recruiting From Bryan Cave , <i>The American Lawyer</i>
09.30.20	Greenberg Traurig adds Bryan Cave pair to lead U.S. privacy and security practice , <i>Thomson Reuters Westlaw Today</i>

Insights

05.28.21	New York City Enacts Tenant Data Privacy Act GT Alert
02.04.21	What to think about before jumping on the new privacy law bandwagon Published Article
01.05.21	The SolarWinds Attack: Why Israeli Companies Should Pay Attention , <i>GT Israel Law Blog</i> Blog
12.29.20	The Compromise of SolarWinds Orion Published Article
12.01.20	What types of information do law firms collect that may be subject to the GDPR? , <i>Data Privacy Dish</i> Blog
12.01.20	Is the percentage of websites that have a cookie banner increasing or decreasing? , <i>Data Privacy Dish</i> Blog
11.30.20	What percentage of websites have a cookie banner? , <i>Data Privacy Dish</i> Blog
11.24.20	If a service provider agreed to a data processing addendum that complied with the CCPA will a new addendum be needed for the CPRA that includes additional use restrictions? , <i>Data</i>

	Privacy Dish Blog
11.23.20	If a service provider agreed to a data processing addendum that complied with the CCPA will a new addendum be needed for the CPRA that specifically prohibits selling or sharing of data?, <i>Data Privacy Dish Blog</i>
11.19.20	Does the CPRA require data minimization with regard to the storage of information?, <i>Data Privacy Dish Blog</i>
11.18.20	Under the CPRA can a consumer object to a company sharing sensitive personal information with AdTech companies for their use in constructing a consumer profile?, <i>Data Privacy Dish Blog</i>
11.17.20	Under the CPRA can a consumer object to a company using sensitive personal information for behavioral or targeted advertising?, <i>Data Privacy Dish Blog</i>
11.16.20	Under the CPRA can a consumer object to a company using sensitive personal information for data analytics?, <i>Data Privacy Dish Blog</i>
11.12.20	Is the CPRA's right to object to the continued use of sensitive personal information an absolute right?, <i>Data Privacy Dish Blog</i>
11.11.20	Does the CPRA give consumers a right to object to a business's continuing use of sensitive personal information?, <i>Data Privacy Dish Blog</i>
11.10.20	Does the CPRA require that companies get opt-in consent from consumers before collecting their sensitive personal information?, <i>Data Privacy Dish Blog</i>
11.09.20	Does the CPRA require companies to publish the data retention period that applies to the personal information it collects from consumers?, <i>Data Privacy Dish Blog</i>
11.06.20	Now that the CPRA has passed, are all companies required to post a 'Limit the Use of My Sensitive Personal Information' link on their homepage?, <i>Data Privacy Dish Blog</i>
11.05.20	What additional requirements were imposed upon businesses by the CPRA?, <i>Data Privacy Dish Blog</i>
10.30.20	Does a business violate the CCPA if it does not recognize, and respond to, the draft GPC signal?, <i>Data Privacy Dish Blog</i>
10.29.20	How can a business identify if a GPC signal has been sent?, <i>Data Privacy Dish Blog</i>
10.28.20	Is there a standard format for sending (or receiving) a global privacy opt out or do not sell signal?, <i>Data Privacy Dish Blog</i>
10.27.20	Does the CCPA require data minimization with regard to the storage of information?, <i>Data Privacy Dish Blog</i>
10.26.20	Does the CCPA require data minimization with regard to the collection and use of information?, <i>Data Privacy Dish Blog</i>
10.23.20	Does the CCPA confer a right of rectification?, <i>Data Privacy Dish Blog</i>
10.22.20	What rights would the CPRA provide for sensitive category data?, <i>Data Privacy Dish Blog</i>

- 10.22.20** | Does the term “personal information” mean the same thing as the term “personally-identified information”? [Data Privacy Dish](#) | Blog
- 10.21.20** | Does the CCPA treat some types of personal information as more “sensitive” than others?, [Data Privacy Dish](#) | Blog
- 05.27.16** | [Data Privacy and Security: A Practical Guide for In-House Counsel](#), *Contemporary Legal Notes – Washington Legal Foundation* | Published Article

Presentations

- 06.09.21** | Presenter, [WestLawLegal Webinar| Tracking Technologies: An Update on the Current State of Law in the U.S. and Europe on Cookies, Pixels, Scripts and Other Ecosystem Changes](#)
- 12.22.20** | Presenter, [SolarWinds Orion Data Security Update](#), [SolarWinds Orion Data Security Update Webinar](#)
- 11.19.20** | Keynote Speaker, [2nd Annual ISACA Forum on CCPA](#)
- 11.18.20** | Speaker, [How to Adapt Your Incident and Breach Response Strategy to Today’s Regulatory Environment](#)
- 10.21.20** | Speaker, [Cookie Banners - Yes or No](#), [Privacy + Security Forum Virtual Fall Academy](#)
- 02.28.19** | Keynote Session, [Data Connectors Denver Cybersecurity Conference](#)
- 02.22.17** | The Actual Costs of a Data Breach, [IAPP’s Denver KnowledgeNet Chapter Meeting](#)
- 09.01.16** | What Business Lawyers Need to Know When Advising Their Business Clients About Data Breaches, [CLE Presentation Denver Business Law Institute](#)
- 05.01.16** | Panelist, [Technology at Work – Employee Data Privacy, Security and Transfers](#), [Association Internationale des Jeunes Avocats, Chicago](#)
- 02.02.16** | Co-Chair, [Data Breach & Privacy Litigation Conference, San Francisco](#)
- 04.21.21** | Presenter, [AdTech, Cookies, Wiretapping, and Banners: The impact of changing laws and changing technology on the world of cookies](#)
- 05.12.21** | Presenter, [Tracking Technologies: An Update on the Current State of Law in the U.S. and Europe on Cookies, Pixels, Scripts and Other Ecosystem Changes](#)