

## Bret S. Cohen

Partner

Washington, D.C.

### Biography

Bret Cohen helps technology and brick-and-mortar businesses comply with privacy, cybersecurity, Internet, and consumer protection laws. He also represents companies in litigation and government investigations in these areas. As a lawyer and technologist, Bret has a knack for translating legal standards into practical technical requirements that are easy for clients to use.

With a particular focus on the Internet and e-commerce, Bret has advised extensively on legal issues related to cloud computing, social media, mobile applications, online tracking and analytics, and software development. He counsels and is a frequent speaker on strategic compliance with global privacy laws, including cross-border transfer restrictions, data localization requirements, and the impact of government surveillance on the digital economy. Bret also spearheads efforts on cybersecurity incident preparedness and response, student privacy, marketing privacy, and workplace privacy.

With the global privacy landscape rapidly changing, Bret stays plugged into policymaking developments worldwide to help companies focus on both the legal requirements of today and the likely obligations of the future. He writes regularly on these developments, including for the Hogan Lovells *Chronicle of Data Protection* blog, for which he serves as the Managing



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### Practices

Privacy and Cybersecurity

IT Law

Consumer Law

Marketing and Advertising

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### Industries

Consumer

TMT

Education

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### Areas of focus

Risk Management, Governance, and Compliance

Editor. Bret also strongly believes that privacy is not a zero-sum proposition and advises companies on how adopting privacy-enhancing policies and technologies can benefit business and enhance customer engagement in the long run.

During law school, Bret was an articles editor for *The George Washington Law Review*, and was awarded the Laurence E. Seibel Memorial Award for Excellence in Labor and Employment Law. He graduated with honors from the University of Maryland with dual degrees in computer science and business information systems.

## Representative experience

Helped establish a comprehensive privacy program for Bloomberg L.P. consisting of governance infrastructure, policies, and procedures.

Performed and published a detailed review of Uber's privacy program.

Helped a global company comply with privacy laws in over 50 countries, focusing on privacy notices, cross-border transfers, and data use restrictions.

Represented numerous companies in privacy and cybersecurity investigations by the FTC and state regulators that resulted in no enforcement action.

## Latest thinking and events

- Hogan Lovells Publications
  - U.S. government investigates a potential threat to U.S. and global e-service providers: France's digital services tax *International Trade Alert*
- Hogan Lovells Publications
  - TMT Horizons 2019
- Webinar
  - Operationalizing the California Consumer Privacy Act – Key Decisions and Compliance Strategies
- Media Mention

Breach Preparedness, Response, Investigation, and Communication

Workplace Privacy

Privacy and Cybersecurity Public Policy Counseling and Advocacy

E-discovery and Information Management

Corporate and Commercial Transactions

Broadband, Internet, and E-commerce

Technology Contracts

Consumer Protection and Privacy

AdTech

Advertising and Copy Clearance

California Consumer Privacy Act

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## Education and admissions

### Education

J.D., The George Washington University Law School, with high honors, Order of the Coif, 2008

B.S., University of Maryland, cum laude, with honors, 2005

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## Memberships

American Bar Association

International Association of Privacy Professionals

Maryland State Bar Association

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- Beyond the data breach: How retail is addressing cybersecurity *Retail Dive*
- Hogan Lovells Publications
  - Beyond FERPA: The California Consumer Privacy Act's new rules for privacy in the education sector *Education Alert*
- Hogan Lovells Publications
  - Consumer Horizons 2019

## Bar admissions and qualifications

District of Columbia

Maryland

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