



→ Snehal Desai

Associate

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Snehal Desai is an associate in the Intellectual Property Practice Group in the firm's San Francisco office. She is a Lead Associate of the Privacy and Cybersecurity Team and an active member of the Advertising Team, the Retail, Fashion, and Beauty Team, the Food and Beverage Team and the Technology & Commercial Transactions Team.

Areas of Practice

Snehal Desai helps companies launch cutting-edge products and services in an increasingly complex and demanding legal and regulatory environment. She is the go-to outside product and commercial counsel for some of the world's most prominent technology, gaming, social media, fintech, healthcare, retail and food service companies.

During multiple secondments as in-house product and commercial counsel, Snehal gained a deep understanding of business operations and the effective balancing of legal requirements and business realities. She leverages that knowledge and experience to work directly with internal business units, from engineering, quality control, and product management to advertising, marketing and communication, on the full range of legal issues that come into play during the conception, development and implementation of a new product or service. In particular, Snehal advises on a wide range of issues including privacy and data protection, advertising and brand recognition, digital transformation and cloud computing arrangements, the integration of artificial intelligence (AI) and machine learning into products and services, and technology licensing and distribution arrangements. Snehal also provides guidance on the privacy, technology, and commercial aspects of mergers and acquisitions, joint venture arrangements, financings, and divestitures.

Snehal's experience includes:

Advertising: Snehal advises clients in conducting advertising campaigns, including environmental and sustainability claims, as well as other types of brand marketing claims. She also helps clients with the legal aspects of contests and sweepstakes and promotions.

Technology and Commercial Transactions: Snehal drafts and negotiates agreements regarding software, SaaS, technology services, logistics, marketing, outsourcing, intellectual property licensing, sourcing and distribution, procurement, strategic alliances, and other commercial and transactional matters.

Privacy and Data Protection: Snehal counsels clients on compliance with domestic and international privacy laws and regulations and helps clients implement compliance programs. She helps clients with drafting privacy policies and online terms of service for websites and mobile applications. She also counsels clients regarding

cybersecurity breach response and best practices for mitigation.

Snehal is a passionate advocate for minority-owned small businesses and non-profits. She has an active pro bono practice focused on helping small businesses and non-profits with commercial contracts and privacy issues.

Honors

Best Lawyers: Ones to Watch, *Best Lawyers*, 2023-2024

Articles

- Eye on Privacy: 2023 Year in Review
01.26.2024
- Wave Of Online Marketplace Laws May Confuse Compliance
Law360, 03.09.2023
- Eye on Privacy 2021 Year in Review
01.11.2022

Consumer Finance and Fintech Blog Posts

- "CFPB Warns of Privacy Risks Arising from Automated Workplace Surveillance Technology," July 10, 2023
- "Fed Reports on Cybersecurity and Financial System Resilience," August 5, 2022
- "May 1st is Around the Corner: Bank Computer-Security Incident Notification Requirements," April 1, 2022
- "Lead Generator Settles with FTC Over Alleged FCRA and FTC Act Violations," January 13, 2022

Privacy Law Blog Posts

- "Mother May I? Florida and Utah Recently Passed Regulations for Minor Use of Social Media Platforms," April 23, 2024
- "DPA 101: Do You Know Where Your Data Is?" February 28, 2024
- "California Releases Automated Decision Rules in Draft," December 20, 2023
- "CARU Releases Metaverse Guidelines," October 26, 2023
- "California Judge Enjoins California Age-Appropriate Design Code Act," September 28, 2023
- "The Comprehensive Privacy Law Deluge: Updating Vendor Contracts," June 27, 2023
- "The Beehive State Joins the Buzz Around Minors and Social Media," April 12, 2023
- "Mobile Apps Beware!: California AG's Current Privacy Sweep," February 13, 2023
- "CARU Strikes Again: Another Mixed-audience App Settles Over COPPA Allegations," September 27, 2022
- "FTC Continues Focus on Children's Privacy," May 27, 2022
- "On the Clock: Cyber Incidents Notification Deadline Approaching for Banks," April 19, 2022

- "NYDFS Issues Cybersecurity Guidance in Response to Events in Ukraine," March 9, 2022
- "FTC Fines Lead Generation Company \$1.5M Citing Misuse of Consumer Financial Data," January 24, 2022
- "OpenX Ad Exchange Settles With FTC Over Alleged COPPA and Other Violations," January 14, 2022
- "A COPPA First: Safe Harbor Program Removed From Approved List," August 23, 2021
- "New Decision Narrows Scope of Georgia Computer Trespass Statute," July 9, 2021
- "EDPB Sheds Post-Schrems II Light on Supplementary Measures for Data Transfers," November 17, 2020
- "Back to School Special: But I'm Just an Ad Network! Am I Subject to Children's Privacy Laws?" August 28, 2020
- "Back to School Special: Is My Multi-Age Platform Subject to Child Protection Requirements?" August 27, 2020
- "Back to School Special: Recordings, Photos, Kids, and Parental Consent," August 26, 2020
- "Back to School Special: COPPA Consent in the COVID Era," August 25, 2020
- "Using Health Data in Europe During COVID-19," April 30, 2020
- "Ding Dong the CCPA Private Right of Action is (Mostly) Dead!," May 17, 2019
- "2019 is the Year of . . . CCPA?" January 8, 2019
- "NY Issues Data Breach Report," April 12, 2018
- "2018: The Year of the FTC and Informational Injuries?" January 17, 2018

Covering Your Ads Blog Posts

- "How to Succeed in Environmental Marketing Claims," March 23, 2023
- "CARU Revises its Guidelines to Address Increase in Online Media," August 26, 2021
- "Mobile Advertising Company Gets Flack from FTC for Failure to Deliver Upon Advertised Promises," January 14, 2021
- "FTC Workshop Provides Insight on Best Practices to Mitigate Informational Injuries," December 28, 2017

Retail Law: Retail Trend Spotter

- "Brush Up On Your Opt-Outs: Calif. AG Signals Mobile App Investigative Sweep," February 9, 2023
- "The Latest Win for Apple: Dismissal of Class Action about iPhones," March 7, 2022

Events

What's Behind the Surge in VPPA Class Actions?
Webinar, 10.18.2023

What's behind the surge in VPPA class actions?
Webinar, 10.18.2023

Diligencing Your Supply Chain: Key Considerations for Food Service & CPG Companies
Zoom Webinar, 10.12.2023

Ad Law Symposium
Webinar, 05.04.2022

Podcasts & Webinars

Diligencing Your Supply Chain: Key Considerations for Food Service & CPG Companies
10.12.2023

Ad Law Symposium
05.04.2022

Practices

Intellectual Property
Copyrights
IP Licensing, Technology and Commercial Transactions
Trademarks and Trade Dress
Privacy and Cybersecurity
Telephone Consumer Protection Act (TCPA)
Technology Transactions
California Consumer Privacy Act (CCPA)
ESG and Sustainability

Industries

Advertising
Artificial Intelligence
Entertainment, Technology and Advertising
ESG and Sustainability
Esports & Games
Food and Beverage
Retail, Fashion & Beauty
Sports

Education

J.D., University of California, Hastings, 2015
B.A., University of California, San Diego, 2011

Admissions

California

Languages

Hindi

Marathi

Spanish