

Jenifer McIntosh, CIPP

OF COUNSEL

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Office: Dallas



Jenifer is an innovative problem-solver who creates integrative strategies and solutions to protect clients' intellectual property and data.

Jenifer has over 20 years of experience applying privacy, cybersecurity, intellectual property, internet and consumer protection laws to business activities. Her background as a chemist and in-house counsel experience enhances her ability to translate legal standards into easy-to-understand technical and operational processes that clients can implement.

Her practice focuses on providing advice on privacy and data security issues related to technology-driven transactions and identifying risks related to data processing, data security, and AI development to avoid regulatory issues but also security breach and class-action litigation. She counsels clients across a variety of industries, including pharmaceutical and health technology, private equity, SaaS providers, cybersecurity, automotive finance, ad-tech and e-commerce.

She is highly-skilled in developing and implementing practical and sustainable corporate governance initiatives as well as strategic compliance involving global privacy laws.

Jenifer has extensive experience handling international transfer requirements, cybersecurity risk management and cyber-insurance risks, SaaS development strategy, corporate data

PRACTICES & INDUSTRIES

Intellectual Property & Technology
Cybersecurity & Data Privacy
IP & Technology Transactions
Automotive Finance
Consumer Financial Services

ADMISSIONS

Texas
New York
Colorado
U.S. District Court for the Eastern District of Texas
U.S. District Court for the Eastern District of Colorado

EDUCATION

Baylor University, J.D., 2000
Angelo State University, B.S., 1996

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governance, and the impact of dark patterns and customer user experience in e-commerce. She is also adept at preparing for and responding to concerns with cybersecurity incidents, privacy issues in clinical trials and health care, children's privacy, government agency enforcement, artificial intelligence development and data integrity issues, wiretapping and privacy issues, programmatic marketing, privacy investigations, and workplace privacy compliance.

In addition, Jenifer frequently handles commercial litigation cases, including complex contract and licensing disputes, patent litigation, business torts and regulatory investigations defense.

EXPERIENCE

Jenifer has extensive experience counseling clients on compliance with regional, national and international privacy laws, including GDPR, CCPA/CPRA, COPPA, FERPA, GLBA, HIPAA, FDA, CAN-SPAM, CASL, PIPEDA, APPI, 23 NYCRR 500, the Safeguards Rule, Securities and Exchange Commission, Consumer Financial Protection Bureau and Federal Trade Commission regulations, state privacy, breach and education laws, and cybersecurity frameworks including NIST, ISO, SANS, and others.

She has assisted clients in setting up security programs, creating privacy-by-design protocols for product development, conducting cyber and data governance due diligence during transactions involving mergers and acquisitions, guiding portfolio company data governance initiatives, and providing guidance on vendor and licensing agreements to ensure data transfer and security.

PROFESSIONAL & CIVIC ACTIVITIES

Collin County Bar Association

Colorado Bar Association

- Communications and Technology Law Section

Colorado Intellectual Property American Inn of Court

Dallas Bar Association

Dallas Women Lawyers Association

Association for Corporate Growth

Denver Bar Association

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International Association of Privacy Professionals

North Texas ISSA

ProVisors – Dallas/Fort Worth

State Bar of Texas

NEWS

McIntosh Examines New Texas Privacy Law and its Effect on Wearables in *The Texas Lawbook*
02.06.2024

McIntosh Analyzes Risks and Best Practices for Wearable Tech in *IPWatchdog* Column
01.29.2024

Law360 Highlights McIntosh Joining the Firm in Dallas
12.05.2023

Stinson Adds Cybersecurity and Data Privacy Attorney to Dallas Office
11.30.2023

SPEAKING ENGAGEMENTS

"Ride or Die. The New and Very Real Privacy & Security Risks at the Water's Edge of HIPAA," Dallas Bar Association Health Law Section, April 2024

"Cyber & Privacy Risks: Ethical & Technical Protections for Firms and Their Clients," State Bar of Texas, December 2023

"Texas Privacy & Security Act: Coordinating & Minimizing Risk," Dallas Bar Association, November 2023

Moderator, "Executive Leadership Roundtable Update: New Risks Under New Privacy and Security Legal Requirements," North Texas ISSA CyberSecurity Conference 11, September 2023

Panelist, "New Risks Under New Privacy and Security Legal Requirements," American Cyber Security Management, September 2023

Speaker, "Data Security, Privacy and Governance," Rocky Mountain Association for Financial Professionals, August 2023

Panelist, "Digital Privacy Expectations in the Era of Digital Health Roundtable," IEEE Future Directions, June 2023

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Jenifer McIntosh, CIPP

Speaker, "Data Security, Privacy and Governance," Dallas Association for Financial Professionals, February 2023

PUBLICATIONS

"What to Know About Wearables for the New Texas Privacy Act," *The Texas Lawbook*, 2024

"Wearables and Personal Data: Risks, Considerations and Protections," *IPWatchdog*, January 2024

"The Apple Flaw & BYOD cyber-hygiene: 4 essential steps DFW business leaders need to take – now and forever," *Dallas Business Journal*, September 2022

"Privacy Basics for Colorado Lawyers," *Colorado Lawyer*, August/September 2019

First of its Kind Privacy Law Signals Fundamental Shift in Protection of Consumer Health Data
02.15.2024