



## → 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 member of the Privacy and Cybersecurity Team, the Advertising Team and the Technology Transactions Team.

### Areas of Practice

**Advertising:** Snehal advises clients in conducting advertising campaigns, contests and sweepstakes, and brand marketing campaigns.

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

**Privacy and Data Protection:** Snehal counsels clients on compliance with domestic and international privacy laws and regulations. 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 also has an active pro bono practice and dedicates time to serving her local community.

## Articles

### Privacy Law Blog Posts

- "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

- "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

## 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)

## Industries

Advertising

Entertainment and Digital Media

Esports & Games

Fashion, Apparel and Beauty

Food and Beverage

Retail

Sports

## Education

J.D., University of California, Hastings, 2015

B.A., University of California, San Diego, 2011

## Admissions

California