



## David C. Keating

Partner

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### Related Services

Privacy, Cyber & Data Strategy ■ Technology ■ Global Sourcing ■ Mergers & Acquisitions ■ Technology Transfer & Complex Licensing ■ Corporate & Finance ■ Corporate & Business Transactions ■ Financial Services & Insurance ■ Alston & Bird Global Privacy and Security Network (ABPSN) ■ HIPAA/Health Information Privacy, Security & Breach Response ■ Retail ■ Food, Beverage & Agribusiness ■ Emerging Technologies & Innovation ■ EU General Data Protection Regulation ■ California Privacy & the CCPA ■ Privacy & Cyber Regulatory Enforcement ■ Artificial Intelligence ■ Connected & Autonomous Vehicles

David Keating leads the Technology & Privacy Group and focuses his practice on matters involving technology and data. David is also one of the co-leaders of the Privacy, Cyber & Data Strategy Team at Alston & Bird. He has advised clients on privacy and security issues arising along the entire data life cycle for 20 years. He assists clients with compliance strategies, policy development and implementation, data monetization and data use analyses, new product development, privacy and security issues in transactions, and privacy enforcement matters. Particular areas of focus include emerging technologies, generative AI, California Consumer Privacy Act compliance, European Union data protection, and children's privacy.

David's technology practice is focused on high-technology companies and strategic technology and outsourcing initiatives at public and private corporations across industries. His technology experience includes strategic sourcing and procurement initiatives, including information technology and business process outsourcing transactions, mergers and acquisitions, and complex software, cloud computing, systems integration, and other technology transactions.

David has been listed for a number of years in *The Best Lawyers in America*®.

### Representative Experience

- Privacy counsel to leading global brands in connection with the design and deployment of emerging technologies.
- Advising clients in various industries including retail, health care, and digital advertising on generative AI-related issues.
- Advising leading global brands on cross-border data transfer frameworks.
- Serving as coordinating privacy counsel for clients in multinational technology initiatives.
- Privacy counsel to a leading mobile device manufacturer in a landmark alliance with the world's largest software company and a leading mobile operating system developer.
- Counsel to a Fortune 50 corporation in a multivendor, offshore application development and maintenance outsourcing transaction.
- Counsel to a Fortune 20 health services provider in a strategic alliance with an emerging health IT vendor.
- Counsel to a leading Internet travel services provider in multiple IT outsourcing transactions in India, the People's Republic of China, and Eastern Europe.

- Counsel to a Fortune 50 corporation in a global human resources outsourcing initiative.
- Counsel to a leading health information technology provider in a series of health IT transactions and initiatives.
- Counsel to a Fortune 20 health care services company in an application development and maintenance outsourcing transaction in India.

## ***Publications & Presentations***

### ***Publications***

- “Limit Your Health Data Sharing and Call Me in the Morning: Federal Trade Commission Prescribes Enforcement of the Health Breach Notification Rule,” *Pratt’s Privacy & Cybersecurity Law Report*, July 2023.
- “A CCPA Private Right of Action on the Horizon,” *Cybersecurity Law & Strategy*, May 2020.
- “Landmark New Privacy Law in California to Challenge Businesses Nationwide,” *Pratt’s Privacy & Cybersecurity Law Report*, Vol. 5, No. 1, January 2019.

### ***Presentations***

- “California Privacy Law Update & Panel Discussion: How Retailers Should Plan for 2024 and Beyond,” California Retail Law Summit, Irvine, CA, October 2, 2023.

## ***Professional & Community Engagement***

- International Association of Privacy Professionals
- Business & Technology Alliance, board of directors (2010–2012)
- State Bar of Georgia, Privacy & Technology Law Section, chair (2011–2012)
- Southeastern Software Association, board of directors (2010–2014)
- Atlanta Bar Association, board of directors (2000–2002), Executive Committee (2000–2001)
- Atlanta Council of Younger Lawyers, president (2000–2002)
- Atlanta Volunteer Lawyers Foundation, board of directors (2000–2001)
- Leadership DeKalb, Class of 1998

## ***Education***

- Emory University (J.D., 1995)
- University of Massachusetts (B.A., 1991)

## ***Admitted to Practice***

- Georgia
- District of Columbia