



## Cathy Mulrow-Peattie

**Partner**  
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Cathy Mulrow-Peattie is a seasoned attorney who counsels clients on artificial intelligence (AI), privacy, cybersecurity, digital media, advertising, marketing, ad tech and e-commerce issues. She leverages her extensive background as an in-house and general counsel at Fortune 500 companies, an advertising agency, an ad tech startup, and software companies to help her clients develop solutions to regulatory compliance issues.

Cathy focuses her practice on two areas: proactive and reactive artificial intelligence, privacy and cybersecurity counseling, and advertising and marketing regulatory compliance. For her artificial intelligence, privacy, and cybersecurity counseling practice, Cathy develops client-centric solutions focused on:

- technology and data strategy
- governance policies and data mapping
- risk assessments and risk quantification
- supply chain
- service provider/processor/third-party management
- privacy and security by design processes
- consumer, business to business and employee transparent notices and policies
- data minimization, privacy and security enhancing technologies, and data retention
- AI, privacy, and cybersecurity training and audits
- regulatory tracking and guidance

Cathy also counsels on the Federal Trade Commission's (FTC) Safeguard Rules, New York State Department of Financial Services (NYDFS) cybersecurity regulatory requirements, cybersecurity governance and remediation, and incident response issues. Given her deep background in advertising and financial services, Cathy provides practical guidance to her clients on subscription-based advertising, FTC Endorsement and Testimonial Guidelines, deceptive marketing, and payment system compliance/fraud issues.

### Professional Affiliations

- Future of Privacy Forum

### Practices

Consumer Financial Services  
Privacy, Security & Artificial Intelligence

### Industries

Banking & Finance

### Education

J.D., *with honors*, American University Washington College of Law

B.A., Smith College

### Admissions

New York



- Advisory Board
- *Law360* 2024 Cybersecurity & Privacy Editorial Advisory Board
- International Association of Privacy Professionals (IAPP)
  - Advisory Board, 2021 – Present
- Interactive Advertising Bureau (IAB)
  - Understanding Bias in AI Task Force
  - IAB Media Terms for Advertising Buys of a Year or Less Task Force
  - CCPA Task Force
- University of San Diego
  - Cybersecurity Risk and Law Symposium, Managing Committee, 2019 – Present

## Representative Matters

- Represents BreezeML, an artificial intelligence compliance platform, on global artificial intelligence frameworks, regulatory governance requirements, best practices, and risks.
- Represented Blueair on e-commerce subscription-based marketing requirements and developed a data protection compliance strategy.
- Represented and developed privacy policy, terms of use and data protection compliance strategy for a baseball statistics platform for athletes and coaches and a well-known hockey equipment manufacturer.

## Presentations

- Co-Presenter, "Privacy, Information Sharing & Connected Cars," 2024 Auto Finance Seminar, Hinshaw & Culbertson LLP, Chicago, Illinois, May 16, 2024
- "'Technologic' by Daft Punk – Unpacking AI, Privacy and Cybersecurity Issues in Your Marketing Stack," Hinshaw University, CLE Webinar, January 18, 2024
- Moderator, "Managing the AI Governance, Technology and Data Bias of Your Marketing Stack," AI Governance Global 2023, an International Association of Privacy Professionals (IAPP) Event, Boston, Massachusetts, November 3, 2023
- Moderator, "SEC Cyber Enforcement Division Chief David Hirsch Fireside Chat," 5th Annual USD Cyber & Risk Symposium: Resilience by Design, San Diego, California, November 2, 2023

## Publications

- Co-Author, *Understanding Bias in AI for Marketing: A Comprehensive Guide to Avoiding Negative Consequences with Artificial Intelligence*, Interactive Advertising Bureau, November 2021

## Community/Civic Activities

- Darien Parks and Recreation Commission, Secretary and Commissioner