

## Julia B. Jacobson

**Partner**

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### About Julia

Julia B. Jacobson is a partner in the Data Privacy, Cybersecurity & Digital Assets Practice. Julia offers practical and tactical counsel on privacy and cybersecurity compliance strategies, artificial intelligence (AI) and technology transactions, data breach response and marketing initiatives for national and multinational organizations. Her clients include Business-to-Business (B2B) and Business-to-Consumer (B2C) technology providers and users, manufacturing, retail and ecommerce businesses and organizations operating in the highly regulated financial services, health and health tech sectors.

#### **Privacy, Cybersecurity and Incident Response**

A significant portion of Julia's practice is devoted to advising clients on an array of privacy, cybersecurity, data governance and incident response matters. Julia regularly works with national and international businesses on privacy notices, policies and procedures, privacy risk assessments, data sharing, licensing and acquisition transactions, managing privacy rights requests, as well as the privacy and cybersecurity aspects of AI and other new technology deployment. She is sought out for her extensive experience in cross-border data transfers, vendor contracting and management and business sales, combinations and acquisitions. Julia also assists clients with proactive cybersecurity risk management, not only by assessing whether policies and procedures comply with applicable law but also whether cybersecurity practices are "reasonable" and consistent with industry standards. Julia also serves as the data breach coach for national and international clients.

#### **Technology Transactions and AI**

Julia helps clients maximize the value of their technology and data assets by drafting and negotiating a wide range of commercial contracts, particularly technology-centric agreements. She understands that businesses need practical advice on balancing risk and opportunity while navigating complex machine learning and AI opportunities. Tapping her 20+ years of experience, she efficiently negotiates technology agreements and develops customized template agreements, as well as tools for vendor screening and assessments.

#### **Marketing and Promotions**

Julia's practice spans a wide array of issues associated with consumer marketing and promotional campaigns. She is skilled at establishing effective compliance programs and regularly counsels clients on the risks surrounding mobile marketing and text messaging, email marketing and telemarketing, social media and sweepstakes and contests. Her work also includes helping clients navigate the digital advertising ecosystem and deploy emerging technologies. Increasingly, her practice focuses on supporting clients in designing data practices that consider stakeholder expectations and data ethics. On behalf of brands, agencies and marketing technology providers, she routinely structures and negotiates co-branding, sponsorships, as well as commercial co-venture and other agreements associated with the marketing and promotion of products and services.

## Credentials

### Education

- Boston University School of Law, LL.M., 2001
- Boston University School of Law, J.D., 1999
- University of Michigan, B.A., 1988

### Admissions

- Massachusetts, 1999

### Memberships & Affiliations

- iTechLaw Member, Board of Directors, Co-chair, 2022 World Technology Law Conference
- Fellow of Information Privacy, International Association of Privacy Professionals (IAPP), CIPP/US, CIPM; Co-chair, Boston chapter, IAPP KnowledgeNet
- Data Ethics Certificate, Data Institute, University of San Francisco, May 2021
- Member, Privacy, Cybersecurity & Digital Law Steering Committee, Boston Bar Association

## Expertise

### Services

- Intellectual Property & Technology
- Data Privacy, Cybersecurity & Digital Assets

### Industries

- Advertising, Media & Brands

## Publications & Speaking Engagements

- Co-presenter, "[From AI Hype to Humdrum: What's Happened and What's Ahead for AI](#)," LawPracticeCLE, May 28, 2026.
- Co-presenter, "[The Bulk Sensitive Data Rule: The First Year](#)," Celesq Webinar, May 26, 2026.
- Co-presenter, "[Data Security: A Business Attorney's Guide](#)" sessions "I. Core Data Security Concepts and U.S. Laws" and "IV. Breach Response and Litigation," NBI Webinar, February 20, 2026.
- Co-presenter, "[Defining "Reasonable Security" Standards: Session III - The Sensitive Bulk Data Transfer Rule](#)," Federal Bar Association CLE Webinar, January 29, 2026.

- Co-presenter, "Business Data Privacy and Cybersecurity Tool Kit," sessions "II. Identifying Vulnerabilities: Business Data Audits" and "VI. Breach Response and Incident Reporting: What to Do First and Next," NBI Webinar, December 3, 2025.
- Panelist, "Breakout 8b: Managing Vendors and Partners in the Evolving Global Advertising Ecosystem," 2025 ANA Masters of Advertising Law Conference, November 3, 2025.
- Co-presenter, "Web Scraping, AI and Data Privacy," Barbri CLE Webinar, October 8, 2025.
- Panelist, "U.S. and Canadian Organizations and AI: Preparing for Compliance with the EU AI Act," ABA Business Law Fall Meeting 2025, September 19, 2025.
- Co-presenter, "Survey of U.S. Data Privacy Laws," Strafford CLE Webinar, September 17, 2025.
- Co-presenter, "Incorporation by Reference of Terms and Conditions: Notice, Objection, Emphasis, Enforceability, Clear Reference Test," Strafford CLE Webinar, July 24, 2025.
- Co-presenter, "AI Law 2025: Critical Updates in Brief," NBI Webinar, July 22, 2025.
- Co-speaker, "Personal Financial Data Rights: Transparency Challenges," FDX Global Summit 2025, April 22, 2025.
- Panelist, "POLCYB Global Cybercrime Management Executive Round Table Series," The Society for the Policing of Cyberspace Hybrid Event, May 30, 2025.
- Co-presenter, "AI and Data Privacy: Adapting Policies, Ensuring Responsible Use of Data, Mitigating Risks," Strafford CLE Webinar, April 9, 2025.
- Co-presenter, "Drafting Terms of Use and Privacy Policies for Online Services," Strafford CLE Webinar, April 1, 2025.
- Co-presenter, "Who Made That Decision? Automated Decision-making Technology at the Intersection of U.S. State Privacy and AI Laws," ANA Webinar, March 11, 2025.
- Co-author, "Trump's AI Policy Shift Promotes US Dominance and Deregulation," Bloomberg Law, February 26, 2025.
- Co-presenter, "Drafting Terms of Use for Websites and Mobile Apps: A Guide for 2025," Federal Bar Association Webinar, February 5, 2025.
- Contributor, "Data privacy in 2024: 10 moments that shaped the year," OneTrust DataGuidance, December 18, 2024
- Co-presenter, "Data Privacy and Security Programs: Policies, Practices, Requirements, Latest Developments, Compliance Updates," Strafford CLE Webinar, December 17, 2024.
- Co-presenter, "Legal Liabilities Related to Dark Patterns: Common Types, Recent Legal Cases, Enforcement Actions, and Proactive Measures to Avoid Dark Patterns," myLawCLE Webinar, November 14, 2024.
- Presenter, "Simulate This: Generative AI," New England Corporate Counsel Association, November 13, 2024.
- Co-presenter, "The Evolving Role of the Privacy Officer: Challenges and Preparation," PrivacyConnect Webinar, November 12, 2024.
- Co-presenter, "Do's and Don'ts for Privacy Policy Drafting," Celesq Webinar, October 16, 2024.
- Co-presenter, "Key Issues in Negotiating AI Technology Vendor Contracts: IP, Privacy, Cybersecurity, and Liability," myLawCLE Webinar, October 8, 2024.

- Presenter, "Colorado's New Biodata Privacy Law: Where Sci Fi Meets Reality," NBI Webinar, September 26, 2024.
- Co-presenter, "Survey of U.S. State Privacy Laws: Common Themes, Key Differences, Compliance Strategies, Risk Mitigation," Strafford CLE Webinar, September 18, 2024.
- Co-presenter, "U.S. Privacy and Cybersecurity Laws: A Survey of Laws and Compliance Hot Topics," myLawCLE Webinar, August 28, 2024.
- Co-presenter, "Evolving Privacy Challenges for Advertising," ANA Advertising Law 1-Day Conference, June 26, 2024.
- Co-presenter, "Data Privacy and Cybersecurity Essentials for New Lawyers: Understanding the Regulatory Framework, Navigating Risks," Strafford CLE Webinar, June 24, 2024.
- Presenter, "Don't Let Your AI Control You: Manage AI Trust, Risk, and Security," Global GRC, Data Privacy & Cyber Security ConfEx, May 21, 2024.
- Co-author, "USA: New Privacy Laws in Kentucky, New Hampshire, and New Jersey: More of the Same, Only Different," *OneTrust DataGuidance*, May 20, 2024.
- Co-author, "USA: Comparing Kentucky, Maryland, and Nebraska's Newest Consumer Privacy Laws – Part Two," *OneTrust DataGuidance*, May 17, 2024.
- Co-author, "USA: Comparing Kentucky, Maryland, and Nebraska's Newest Consumer Privacy Laws – Part One," *OneTrust DataGuidance*, May 13, 2024.
- Co-presenter, "Web Scraping in the Age of AI: Balancing the Benefits and Risks for IP and Privacy," Strafford CLE Webinar, May 9, 2024.
- Co-presenter, "Incorporation by Reference of Terms and Conditions: Notice, Objection, Emphasis, Enforceability, Clear Reference Test," Strafford CLE Webinar, April 30, 2024.
- Co-presenter, "Federal US Privacy Bill on the Horizon? Exploring the Draft APRA & New State Privacy Legislation," OneTrust DataGuidance Webinar, April 23, 2024.
- Co-presenter, "Health-y AI: AI Governance and the Legal Patchwork," American Health Law Association Webinar, April 18, 2024.
- Co-author, "New Hampshire: Set in Stone – the Latest State to Enact a Consumer Privacy Law," *OneTrust DataGuidance*, March 25, 2024.
- Co-presenter, "Tuning Up Your Cybersecurity Incident Response Playbook for Today's Threats," Advantage Continuing Education Seminar, February 29, 2024.
- Co-presenter, "M&A Deals With AI Targets: Balancing the Opportunities, Risks, and Rewards; Retooling the Acquisition Model," Strafford CLE Webinar, February 28, 2024.
- Co-presenter, "Best Practices on Data Breach Security and Required Disclosures," Compliance Week Cyber Risk & Data Privacy Summit, February 1, 2024.
- Co-presenter, "Digital Advertising and Marketing Agreements: Tackling Key Issues, Mitigating Legal Risks," Strafford CLE Webinar, January 23, 2024.
- Co-presenter, "Control+Delete: The Right to Delete under U.S. State Privacy Laws in 2024," Celesq Webinar, January 18, 2024.
- Co-presenter, "Revising Master Service Agreements: Updating Key Provisions for 2024," Strafford CLE Webinar, December 19, 2023.

- Presenter, "Crossing the Atlantic: Tips and Traps for Data Privacy Framework Certification," Celesq Webinar, December 4, 2023.
- Speaker, "The Impact of Privacy Protections on Digital Advertising," ANA Master of Advertising Law Conference, November 15, 2023.
- Speaker, "AI: The New Frontier in Class Action Litigation," Celesq Webinar, October 30, 2023.
- Co-presenter, "Governing AI: Key Issues for Businesses Using AI," Celesq Webinar, October 11, 2023.
- Co-presenter, "Consumer Data Transfers Under New Privacy Laws: Contracting Requirements; Due Diligence; Vendor Management," Strafford CLE Webinar, October 10, 2023.
- Co-presenter, "Do's and Don'ts for Privacy Policy Drafting," Lorman Education Services Webinar, September 21, 2023.
- Speaker, "The Impact of Privacy Protections on Digital Advertising," ANA Master of Advertising Law Conference, November 15, 2023.
- Speaker, "AI: The New Frontier in Class Action Litigation," Celesq, Webinar, October 30, 2023.
- Speaker, "Using and Governing Artificial Intelligence in Business," Lorman Education Services, Live Webinar, August 30, 2023.
- Co-author, "Uncloaking Dark Patterns: Identifying, Avoiding, and Minimizing Legal Risk," Competition Policy International® *TechREG Chronicle*, May 2023.
- Co-presenter, "Web Scraping Do's and Don'ts," MyLawCLE webinar, April 27, 2023.
- Co-presenter, "Protect Your Business from Regulatory Risk: Mitigating the Threat of Dark Patterns," MyLawCLE and Federal Bar Association webinar, April 19, 2023.
- Moderator, "The P(rivacy) in ESG," IAPP Global Privacy Summit 2023, April 5, 2023.
- Speaker, "BBA Webinar: Everything in Moderation – Free Speech and Online Content," Boston Bar Association Privacy, Cybersecurity and Digital Law Section, March 30, 2023.
- Co-presenter, "Website Data Scraping: Evolving Legal, Case Law, and Business Challenges, User Agreement Enforcement, Safeguards," Strafford webinar, February 16, 2023.
- Presenter, "What's on the Horizon: Metaverse and Beyond," Compliance Week's Cyber Risk & Data Privacy Summit, February 16, 2023.
- Presenter, "Legislative & Regulatory: Privacy and Cybersecurity – What's Ahead in 2023?" PIMA Winter Insight Conference, February 2, 2023.
- Co-author, "Woke-Washing – An Emerging ESG Risk?" ACC Docket, February 2, 2023.
- Co-presenter, "Incorporation by Reference of Terms and Conditions: Notice, Objection, Emphasis, Enforceability, Clear Reference Test," Strafford webinar, October 25, 2022.
- Presenter, "Working with Tech Leaders as a Compliance Partner," Women, Influence & Power in Law Conference, October 17, 2022.
- Presenter, "Drafting Terms of Use for Websites and Mobile Apps," Federal Bar Association, February 7, 2022.
- Co-presenter, "The New Business Ethics – ESG for Lawyers," BBA webinar, January 26, 2022.

- Presenter, "The Rise of ESG: What It Is and Why It Matters," Federal Bar Association, October 27, 2021.
- Presenter, "Privacy Policies: Legal Updates and Drafting Tips," Federal Bar Association, October 27, 2021.
- Presenter, "Ransomware Diligence: You and Your Vendors," BankersWeb webinar, August 24, 2021, and September 17, 2021.
- Panelist, "Biometric Regulatory Updates," NetDiligence CyberRisk Summit, Philadelphia, July 14, 2021.
- Presenter, "The CCPA Progeny, Part III: Data Ethics Webinar," June 2021.
- Presenter, "The CCPA Progeny, Part II: Facing Customers and What's New in State Privacy Laws Webinar," April 2021.
- Presenter, "The CCPA Progeny: Where, When, and How Webinar," March 2021.
- Presenter, "Data Security Incidents: Tuning Up Your Response Playbook for Today's Threats," Lorman, May 2021.
- Co-presenter, "Big Data in Health: How to Outsmart the Legal Issues With Artificial Intelligence in Healthcare," Boston Bar Association webinar, February 5, 2021.
- Co-presenter, "What's Reasonable? Recent Developments in Cybersecurity Law," Celesq AttorneysEd Center, September 1, 2020.
- Co-author, "Be Reasonable, Part 2: Recent Changes in State Data Security Law and Enforcement," *Legal Tech News*, July 22, 2020.
- Author, "Guidance Note – Massachusetts Cybersecurity," *OneTrust Data Guidance*, July 2020.
- Author, "Be Reasonable: Recent FTC Enforcement Orders on Data Security," *Legal Tech News*, June 24, 2020.
- Co-presenter, "Updating Your Online Privacy Policy: Best Practices in a Rapidly Changing Environment," Lorman, May 14, 2020.
- Speaker, "Drafting a Privacy Policy and Terms of Use for Online Services," MyLaw CLE, April 14, 2020.
- Panelist, "Your Digital Marketing Guide to Navigating the CCPA," Lorman, April 9, 2020.
- Moderator, "CCPA – Nuts & Bolts" panel, Boston Bar Privacy & Cybersecurity Conference, 2019.
- Author, "The SEC Brings Its First Enforcement Action Under the Identity Theft Red Flags Rule," *Journal of Investment Compliance*, May 7, 2019.
- Presenter, "Practical Guide to GDPR Breach Notification and Security Requirements," RSA Conference, San Francisco April 16, 2018.
- Presenter, "Is Your Incident Response Plan Ready?" IAPP Web Conference, March 15, 2018.
- Presenter, "Privacy Laws Are Coming! Is it Time to Panic?" Pittsburgh CIO Executive Summit, November 28, 2017.
- Presenter, "WP29's New GDPR Data Breach Notification Guidance," International Association of Privacy Professionals webinar, November 16, 2017.

- Presenter, "Drafting Website and Mobile App Terms of Use and Privacy Policies," Strafford webinar, October 25, 2017.
- Presenter, "GDPR – The Countdown Continues," Association of Corporate Counsel webinar, September 21, 2017.
- Presenter, "How Hedge Funds Can Maximize Big Data by Minimizing Legal Risk," Alternative Investment Management Association, July 12, 2017.
- Presenter, "Privacy Risk Summit 2017," TRUSTe, San Francisco, June 6, 2017.
- Presenter, "Social Media Cyber Risks: A Practical Look at Five Case Studies," LexisNexis webinar, May 16, 2017.
- Presenter, "The Challenges of Big Data and Regulatory Compliance," K(NO)W Identity Conference 2017, Washington DC, May 15, 2017.
- Presenter, "International Incident Response: Challenges, Surprises and Forecasts," IAPP Global Privacy Summit 2017, April 20, 2017.
- Presenter, "How to Simplify Compliance With Data Breach Laws," IAPP Webinar, March 30, 2017.
- Presenter, "Sweepstakes and Promotions in Social Media," The Knowledge Group webinar, August 2, 2016.
- Presenter, "Tips and Traps: Navigating Data Privacy and Security in Healthcare and Life Sciences Transactions," ABA webinar, June 29, 2016.
- Presenter, "Cross-device Tracking: New Opportunities, New Data Privacy Concerns for Marketers," The Knowledge Group webinar, June 20, 2016.
- Presenter, "Website Privacy Policies," ALI-ABA live webinar, August 6, 2015.
- Presenter, "Social Media Promotions," Brand Activation Association/Association of National Advertisers (ANA) live webinar, July 28, 2015.
- Presenter, "Updating Your Online Privacy Policy," Lorman live webinar, March 25, 2015.
- Presenter, "U.S. Privacy and Data Protection: 2014 Year in Review," International Association of Privacy Professionals (IAPP) KnowledgeNet, January 8, 2015.
- Presenter, "New and Unexpected: Developments in Mobile Marketing – Mobile Tracking, Apps and Mobile Payments," 36th Annual Law Conference of Brand Activation Association, November 6, 2014.
- Presenter, "Executing a Sweepstakes, Contest or Game," Brand Activation Association/Association of National Advertisers (ANA) live webinar, June 25, 2014.
- Presenter, "Track Me, Track Me Not: Complying With California's Do Not Track Disclosure Requirements," Lorman Live webinar, February 25, 2014.
- Presenter, "U.S. Privacy and Data Protection: 2013 Year in Review," International Association of Privacy Professionals (IAPP) KnowledgeNet, January 28, 2014.
- Presenter, "Drafting Rules for Digital Promotions," 35th Annual Law Conference of Brand Activation Association, November 20, 2013.
- Presenter, "Social Media Platforms: Your Content, Their Content?" SPLICE 2013 Licensors Summit, June 17, 2013.

- Presenter, Panelist, "Mobile Marketing & Privacy: If You Collect It, Protect It," MITX Mobile Marketing Summit, May 2013.
- Presenter, "Navigating Privacy Landmines When Launching a Mobile App," Boston Bar Association, December 2012.
- Presenter, "Developing Best Practices for Sweepstakes and Promotions Rules Drafting," American Conference Institute's Digital Promotions & Social Media Summit, September 2012.

## **About our firm**

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.