David J. Navetta

Partner

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David advises clients on all aspects of technology and data law, including data privacy, information security, artificial intelligence (AI), financial reporting, data governance, technology-related transactions, and data monetization and use. His pragmatic, risk-based approach helps clients see around corners and achieve their objectives.

OVERVIEW

David has extensive experience enabling his clients' data leverage and monetization strategies, business plans, and products and services as they confront the novel and rapidly evolving complexities in this space. He combines deep knowledge of the privacy, security, and data landscape with practical risk-informed compliance advice, which is highly valued by technology and traditional companies seeking to build their data and technology strategies.

David has advised clients on a multitude of privacy, data, and technology-related issues, including data ownership and use rights, compliance with U.S., federal, and international privacy laws, data localization and transfers, commercial technology transactions, identity management, data brokerage, advertising and media data issues, data mapping, consent-flow management, privacy and cyber financial reporting, and privacy and data due diligence related to hundreds venture financing, mergers and acquisitions, and IPO transactions.

David is a pioneer in the data protection space and is regularly sought after to handle complex and cutting-edge data security and protection issues, including data breach response, cybersecurity risk management, incident response planning and preparedness, cyber insurance coverage, and running multidisciplinary tabletop and scenario-base exercises for information security teams, top management, and boards. He is a leading voice on incident response strategies, communications, and impact mitigation, and has helped thousands of companies successfully respond to security incidents, including navigating the SEC's cyber security rule, and developing materiality assessment processes and playbooks.

David's clients range from startups to *Fortune* 500 multinationals across all industries, including ecommerce, data brokers, consumer products, hospitality, social media, technology, health care, AI, finance, and energy. He co-founded a *Chambers USA*-ranked law firm and is a top-ranked attorney in multiple categories by *Chambers USA* and *Chambers Global* in privacy, cybersecurity, and incident response. David is also recognized by *Legal 500 USA*, and *WWL: Data* for his experience in privacy and data security.

David's career has included roles such as U.S. practice group leader of a prior technology firm's *Chambers*-ranked practice, global co-chair of another major law firm's data protection practice, and

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assistant general counsel at AIG. David has also held leadership positions in the American Bar Association, including chairing the Science and Technology Law Section's Information Security Committee. He frequently speaks and writes, is interviewed on technology, privacy, and data security issues, and is highly respected in the field.

AWARDS

- *Best Lawyers in America*®: Privacy and Data Security Law (2027)
- *Legal 500 US*: Media, Technology and Telecoms: Cyber Law (Including Data Privacy and Data Protection) (2026)
- *Chambers USA*: Privacy & Data Security: Cybersecurity – Nationwide (2024-2026)
- *Chambers USA*: Privacy & Data Security: Privacy – Nationwide (2019-2026)
- *Chambers Global USA*: Privacy & Data Security: Incident Response Nationwide (2023); Privacy & Data Security: Cybersecurity and Privacy & Data Security: Privacy – Nationwide (2025-2026)
- *Chambers USA*: Privacy & Data Security: Incident Response – Nationwide (2021-2022)
- *Legal 500 US*: Leading Lawyer in Cyber Law (Including Data Privacy and Data Protection) (2023-2025)
- *Cybersecurity Docket* "Incident Response Elite" (2026)

TOP AREAS OF FOCUS

- Advanced Technology: Leading-Edge Issues
- Incidents + Investigations
- Insurance + Reinsurance
- Media, Technology + Cyber Liability Insurance
- Payments + Financial Technology
- Privacy + Cyber

ALL AREAS OF FOCUS

- Advanced Technology: Leading-Edge Issues
- Data + Privacy
- Incidents + Investigations
- Insurance + Reinsurance
- Media, Technology + Cyber Liability Insurance
- Payments + Financial Technology
- Privacy + Cyber

PROFESSIONAL/COMMUNITY INVOLVEMENT

- International Association of Privacy Professionals

EDUCATION AND CERTIFICATIONS

EDUCATION

- DePaul University College of Law, J.D., 1996
- Michigan State University, B.A., 1992, accounting

BAR ADMISSIONS

- Colorado
- Illinois

SPEAKING ENGAGEMENTS

- Speaker, "Tracking Technology Litigation 2.0 — 2026 Update," Troutman Pepper Locke Webinar, June 4, 2026.
- Speaker, "Treating the Healthcare Tracking Technology Class Action Epidemic," ABA 27th Annual Emerging Issues in Healthcare Law Conference, April 10, 2026.
- Speaker, "The Balancing Act: Addressing Tracking Technology Litigation, Regulatory Enforcement, and Business Impacts," Troutman Pepper Locke, October 9, 2025.
- Speaker, "State Privacy Law Evolution: New Legislative and Regulatory Enforcement Approaches," Troutman Pepper Locke and myLawCLE, July 23, 2025.
- Panelist, "U.S. Privacy Law Update and Overview," California Lawyers Association 48th IP Law Institute, March 7, 2025.
- Panelist, "Year One of the SEC's 8-K Cyber Rule Filings," PLUS D&O Symposium, March 4, 2025.
- Panelist, "Privacy Forum," Rocky Mountain Information Security Conference, June 7, 2023.
- Presenter, "Beyond Personal Data: Data Regulations, Localizations and Limitations," 21st Annual Rocky Mountain Intellectual Property & Technology Law Conference, June 2, 2023.
- Panelist, "Cyber Resilience & the Evolving Cyber Threat Landscape," American Institute of Certified Public Accountants (AICPA) Conference, November 15, 2022.
- Guest, Privacy Governance v. Cybersecurity Governance, "ADCG on Privacy & Cybersecurity" podcast, Association for Data and Cyber Governance, August 22, 2022.
- Panelist, "Customer Loyalty, Privacy & Governance," SPOKES Privacy Technology Conference, June 23, 2022.
- Presenter, "Privacy and Cybersecurity Developments: The Americas," CLE presentation to Marsh McLennan, June 22, 2022.
- Speaker, "You've got to move it: Data protection and privacy with cross-border transfers," The Master's Thought Leadership Conference, June 21, 2022.
- Presenter, "2022 Data Privacy & Security Update," 20th Annual Rocky Mountain Intellectual Property & Technology Law Institute, June 2, 2022.
- Moderator, "Ransomware Response," The Institute for Law and Technology's Cybersecurity and Data Privacy Law Conference, September 22, 2021.
- Presenter, "Data Breach – A War Game," 19th Annual Rocky Mountain Intellectual Property & Technology Law Institute, June 3, 2021.
- Speaker, "Employee DSARs: The Coming Deluge," Exterro webinar, March 4, 2021.
- Speaker, "Cyber Insurance Trends," Association of Corporate Counsel (ACC) Foundation's Virtual Cybersecurity Summit, March 4, 2021.
- Speaker, "The Cybersecurity War Room: Practicing Your Response to the First 72 Hours of a Breach," ACC SoCal webinar, June 9, 2020.

PUBLICATIONS

- Podcast, "Regulatory Intelligence Platform: Using AI and Curated Data to Defend Clients and Support Proactive Compliance," *Regulatory Oversight* Podcast, July 16, 2026.
- Author, "The CO ADMT v. CO AI Act: Applicability, Liability Scope Expansion, and Private Right of Action

Exposure," Privacy + Cyber + AI, June 16, 2026.

- Co-author, "The Electronic Communications Privacy Act: A Federal Private Right of Action for Privacy Policy Inaccuracies? Part Two (And What You Can Do to Cut Off Class Action Lawsuits)," *Privacy + Cyber + AI*, April 28, 2026.
- Co-author, "The ECPA: A Federal Private Right of Action for Privacy Policy Inaccuracies?" *Privacy + Cyber + AI*, April 16, 2026.
- Co-author, "How AI Powers Cyber Crime and Protects Against It," *Financier Worldwide Magazine*, March 2026.
- Co-author, "Is Individualized Pricing the Next Big Privacy Enforcement Issue? California AG Announces Investigative Sweep Around 'Surveillance Pricing' Practices," *Privacy + Cyber + AI*, February 10, 2026.
- Podcast, "12 Days of Regulatory Insights: Day 5 – Privacy Under the Microscope," *Regulatory Oversight* Podcast, December 10, 2025.
- Co-author, "The Northern District of California Calls on the California Legislature to Fix CIPA," *Privacy + Cyber + AI*, October 31, 2025.
- Co-author, "7 Lessons From The Tractor Supply CCPA Enforcement Action," *Law360*, October 23, 2025.
- Co-author, "Reproductive Health Data Privacy Laws in Flux – Compliance in an Ever-Changing Landscape," *Troutman Pepper Locke*, October 6, 2025.
- Author, "The Balancing Act: Tracking Technology Trends and Risk Mitigation Techniques," *Privacy + Cyber + AI*, September 11, 2025. Republished on *ALM's Business Crimes Bulletin* on September 30, 2025 and on *Law.com* on October 14, 2025.
- Co-author, "Colorado AI Act Effective Date Delayed," *Privacy + Cyber + AI*, August 27, 2025.
- Co-author, "Colorado AI Act Amendment Bills for Special Session Released," *Privacy + Cyber + AI Blog*, August 20, 2025.
- Co-author, "Analyzing the Proposed Amendments to the Colorado Privacy Act Rules," *Privacy + Cyber + AI*, August 12, 2025.
- Co-author, "Colorado August Special Session Will Address Colorado AI Act," *Privacy + Cyber + AI*, August 6, 2025.
- Co-author, "Virginia's Protection of Reproductive Health Information Law – Part Two, Compliance and Implementation," *Troutman Pepper Locke*, July 10, 2025.
- Co-author, "New Wave of Privacy Litigation: Plaintiffs Press Untested Theories Under 2005 Colorado Prevention of Telemarketing Fraud Act," *Troutman Pepper Locke*, July 7, 2025.
- Co-author, "Virginia's Protection of Reproductive Health Information Law – Part One, Scope, Applicability, and Penalties," *Troutman Pepper Locke*, June 25, 2025.
- Co-author, "California Seeks Collaboration From the Global Privacy Frontier," *Bloomberg Law*, June 13, 2025.
- Podcast, "Facial Recognition and Legal Boundaries: The Clearview AI Case Study," *Regulatory Oversight* Podcast, June 10, 2025.
- Co-author, "DOJ's Data Security Program Is Blurry on Audits, Recordkeeping," *Bloomberg Law*, May 22, 2025.
- Co-author, "DOJ's Latest Guidance on the Data Security Program – What's New?," *Troutman Pepper Locke*, April 16, 2025.
- Co-author, "New DOJ National Security Division Data Security Rules Take Effect on April 8: Is Your Organization Exposed?," *Troutman Pepper Locke*, April 3, 2025.

MEDIA COMMENTARY

- Quoted, "CCPA Now Being Used for Wiretapping Litigation, Lawyers Say," *Privacy Daily*, July 24, 2026.
- Quoted, "Privacy Lawyers Predict Differing Outcomes in States Following AI Executive Order," *Privacy Daily*, January 7, 2026.
- Quoted, "Kids Privacy Will Remain Bipartisan Focus in 2026; Federal Law Doubtful," *Privacy Daily*, December

24, 2025.

- Quoted, “After Texas Ruling, States Seek to Fill Reproductive Health Data Privacy Gaps,” *TechTarget*, December 15, 2025.
- Featured and Quoted, “Navetta Discusses Combining Legal Knowledge With Tech Advancement,” *IAPP*, May 27, 2025.
- Interviewed, “Why the Digital Asset & Crypto Industry Both Regulatory Clarity and a Legislative Framework,” *Nasdaq TradeTalks on Regulatory Landscape*, April 2, 2025.
- Quoted, “Former Cooley Atty To Co-Lead Troutman Cybersecurity Team,” *Law360*, March 10, 2025.