Joel M. Lutz

Counsel

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Joel is a privacy and data protection attorney with extensive experience designing and implementing global privacy programs, including 19 years of in-house and law firm experience.

OVERVIEW

Joel focuses on providing privacy, data security, and commercial advice to technology, financial services, media, ad tech, and health care companies. He has experience developing, implementing, and advising on global privacy programs.

Joel also assists clients with technology licensing, negotiating business agreements, and providing business lines with integrated legal advice from teams of in-house and outside counsel. He leads privacy and security assessments addressing global regulatory compliance and data risk management, including assessments covering: GDPR, CCPA, HIPAA, and FTC Consent Order compliance.

Additionally, Joel advises clients with respect to privacy and security due diligence for mergers and acquisitions. He is also a Certified Information Privacy Professional, representing an array of clients, including the largest technology companies and early-stage companies across industries such as fintech, retail, health care, mass media, social media, manufacturing, biotech, and retail.

Joel served as contributing editor to IAPP’s Privacy by Design Core training course.

REPRESENTATIVE MATTERS

- Led legal design and implementation of Global Privacy Program at social media company to meet FTC Consent Order, including more than 300 specific business safeguards across the enterprise.
- Led privacy and security due diligence for mergers and acquisitions involving large social media platform’s sale of its advertising business.
- Led privacy and security assessments as both in-house and outside counsel addressing FTC Consent Order compliance, NYDFS Cyber Security Compliance, GDPR compliance, CCPA compliance, and PCI compliance.
- Led a successful technology program for major financial company implementing enterprise data management platform, including mapping 500 critical data elements across 900 enterprise data stores and 400 system applications.
- Created and led a global data governance program at a major financial company to define critical data, set data-

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use policies, and create business process controls across all divisions ensuring compliance with global data protection and privacy regulations

- Developed and implemented company-wide program to centralize regulatory requirements, policies, controls, issues, incidents, and risk findings through governance, risk, and compliance (GRC) platform.
- Conducted an initial privacy program assessment at a *Fortune* 300 financial firm. Assessment was used to obtain executive support for the investment in a holistic privacy program.
- Led data incident response process on multiple high-profile incidents in financial, technology, social media, and mass media companies.

AWARDS

- International Association of Privacy Professionals HPE Innovation Award
- Data Governance Professionals Organization Best Practices Award

TOP AREAS OF FOCUS

- Corporate
- Litigation + Trial
- Privacy + Cyber

PROFESSIONAL/COMMUNITY INVOLVEMENT

- Member, Children's Hospital of Philadelphia, Family Advisor Council, (2012-2020)
- Member, Children's Hospital of Philadelphia, Medical Ethics Council, (2015-2020)

PROFESSIONAL EXPERIENCE

- Head of Global Privacy Compliance, director, associate general counsel, Facebook, Inc. 2019-2020
- Chief privacy officer, assistant general counsel, Lincoln Financial Group, Inc., 2018-2019
- Head of Enterprise Data Governance and Privacy, chief privacy officer, Vanguard Group, Inc. 2012-2018
- Associate general counsel Vanguard Group, Inc. 2008-2012

EDUCATION AND CERTIFICATIONS

EDUCATION

- Tulane University School of Law, J.D., *magna cum laude, Order of the Coif*, 2003
- Louisiana State University, M.S., 2000
- Centenary College of Louisiana, B.A., B.S., 1997

CERTIFICATIONS AND MEMBERSHIPS

- Certified Information Privacy Professional (CIPP)
- Inaugural Member, Privacy Bar Section of IAPP

BAR ADMISSIONS

- Louisiana

SPEAKING ENGAGEMENTS

- Speaker, "Post-Transaction Integration, Including Navigating Data Privacy and Contracting Procedures," ACC Greater Philadelphia Chapter 17th Annual In-House Counsel Conference 2025, April 10, 2025.
- Co-presenter, "Safeguarding Data from Inside and Out," Troutman Pepper Legal Operations Summit, March 6, 2024.
- Speaker, "Buckle Up for a Wild Ride: Privacy, Security, and AI's Whirlwind Year!" Troutman Pepper Webinar, March 15, 2024.
- Presenter, "A How-To Guide for Privacy, Big Data, and the Cloud in the U.S. and Asia Pacific," International Association of Privacy Professionals Global Summit, Washington D.C.
- Presenter, "A Recipe for Success: Good Governance Yields Good Data," Financial Information Management Association Conference, San Diego, CA.
- Presenter, "Case Study on Integration of Information Management and Privacy Programs," Financial Information Management Association Annual Conference, San Diego, CA.

PUBLICATIONS

- Co-author, "Do You Know Where Your Data Is Going? On April 8, New National Security Rules Take Effect," *Troutman Pepper Locke*, February 18, 2025.
- Co-author, "2024 Privacy, AI & Cybersecurity Year in Review," *Troutman Pepper Locke*, February 12, 2025.
- Co-author, "AI and HR: Navigating Legal Challenges in Recruiting and Hiring," *Troutman Pepper*, September 16, 2024.
- Co-author, "Texas AG Challenges HHS Privacy Rules," *Troutman Pepper*, September 12, 2024.
- Podcast, "Decoding Privacy Laws: Insights for Small to Mid-Sized Businesses," *Regulatory Oversight*, May 28, 2024.
- Co-author, "2023 Privacy Year in Review," *Troutman Pepper*, February 1, 2024.
- Co-author, "CPRA Shuffle: Two Steps Forward, One Step Back: Court Temporarily Halts CPRA Regulation Enforcement as CPRA Enforcements Begins," *Troutman Pepper*, July 21, 2023.
- Co-author, "Iowa on Cusp of Enacting Privacy Legislation," *Troutman Pepper*, March 22, 2023.
- Co-author, "Silver Lining for Cos. in Proposed Calif. Privacy Law Changes," *Law360*, November 23, 2022.
- Co-author, "Ad Technology Compliance Tips From Video Privacy Claims," *Law360*, October 19, 2022.
- Co-author, "Deadline for New UK Contract Requirements for Personal Data Transfers Is Here (EU and California Deadlines Looming)!," *Troutman Pepper*, September 27, 2022.
- Co-author, "Compliance Lessons From Sephora CCPA Settlement," *Law360*, September 13, 2022.
- Co-author, "Not So Pretty: Five Takeaways from New CCPA Settlement with Sephora and Other Enforcements ," *Troutman Pepper*, August 30, 2022.
- Co-author, "Simplifying a Complicated Process — Four Steps to Comply with China's PIPL New Security Assessment Requirements for Cross-Border Data Transfers September 1, 2022," *Troutman Pepper*, August 9, 2022.

MEDIA COMMENTARY

- Quoted, "FTC Settlement Spotlights Security of APIs Proliferating Across the Internet," *Cybersecurity Law Report*, March 5, 2025.