

Marlaina Zollinger Pinto

Associate

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OVERVIEW

Marlaina advises clients on a broad range of privacy and data protection matters, drawing on experience in marketing technology. She provides strategic counsel on consumer data use and regulatory obligations under both U.S. state privacy laws and international data privacy laws, such as the GDPR.

Marlaina develops cross-jurisdictional data privacy compliance strategies, helping clients navigate complex data privacy issues in an environment where laws are rapidly evolving. Her practice includes drafting privacy policies, terms of use, and data processing agreements, and preparing privacy impact assessments for emerging technologies such as AI.

TOP AREAS OF FOCUS

- Privacy + Cyber

PROFESSIONAL EXPERIENCE

- Judicial intern, Honorable Judge Diego Hunt, Colorado 1st Judicial District Court, Golden, CO, May 2022 – August 2022
- Manager/senior manager/director, Strategic Partnerships, Epsilon, 2016-2021; account executive, Advanced Digital Solutions, 2014-2015

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of Colorado Law School, J.D., 2024, editor-in-chief, *Colorado Technology Law Journal*; Vis International Commercial Arbitration Moot Court
- Louisiana State University, B.A., *summa cum laude*, 2013, mass communication; Minors: business administration and French

BAR ADMISSIONS

- Colorado

SPEAKING ENGAGEMENTS

- Speaker, "Artificial Intelligence Legal Update: Bringing Order to the Chaos," Troutman Pepper Locke, December 10, 2025.
- Speaker, "Staying Ahead: Key Updates on State Privacy and AI Laws," Troutman Pepper Locke, November 6, 2025.

PUBLICATIONS

- Co-author, "California AG Announces Another CCPA Enforcement Action: Part 1," *Privacy + Cyber + AI*, November 3, 2025.
- Co-author, "2025 State Privacy Guide: Comparison of Rights Under US Consumer Data Privacy Laws," *Privacy + Cyber + AI*, October 1, 2025.
- Co-author, "CPPA Announces \$1.35M Enforcement Action," *Privacy + Cyber + AI*, October 1, 2025.
- Co-author, "New CCPA Regulations Approved," *Privacy + Cyber + AI*, September 23, 2025.