Marlaina Zollinger Pinto

Associate

marlaina.pinto@troutman.com

D 470.975.6574



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

CERTIFICATIONS AND MEMBERSHIPS

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- IAPP Certified Information Privacy Professional/United States (CIPP/US)

BAR ADMISSIONS

- Colorado

SPEAKING ENGAGEMENTS

- Speaker, "U.S. Privacy and AI Law Update: Tracking Proposed State Privacy and AI Bills," Troutman Pepper Locke, March 3, 2026.
- 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, "Understanding the California DELETE Act: Key Insights and Implications," *Orange County Business Journal*, September 28, 2026.
- Co-author, "Vermont Brings the Total to 23 State Comprehensive Privacy Laws," *Privacy + Cyber + AI*, June 18, 2026.
- Co-author, "California AG Announces Largest CCPA Enforcement Settlement to Date," *Privacy + Cyber + AI*, February 12, 2026.
- Co-author, "2025 CTDPA Enforcement Report Issued," *Privacy + Cyber + AI*, February 10, 2026.
- Co-author, "Analyzing the CCPA's New Risk Assessment Requirement," *Law.com Cybersecurity Law & Strategy* newsletter, February 1, 2026. Republished on *Law.com*, February 17, 2026.
- 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.