

Natalia A. Jacobo

Associate

Orange County

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OVERVIEW

Natalia is an associate in the firm's Regulatory Investigations, Strategy and Enforcement (RISE) practice, based on the West Coast. She routinely counsels clients on a variety of state and federal regulatory matters, with a particular emphasis on consumer protection and data privacy matters.

Natalia leverages her experience clerking for the U.S. Senate Permanent Subcommittee on Investigations as she advises clients on multistate attorney general investigations. She also has experience successfully representing companies across multiple industries on Federal Trade Commission and Consumer Financial Protection Bureau investigations.

Natalia helps businesses preemptively reduce the risk of regulatory scrutiny, routinely working with companies to develop consumer protection compliance programs. She helps companies ensure their entire buy-flow — from marketing through post-sale — is compliant with evolving consumer protection and data privacy regulations.

Natalia serves as the corporate secretary for the firm's Black Affinity Group. In this role she helped relaunch the affinity group to include staff, plans firm-wide programming, and represents the firm at industry events across the U.S.

REPRESENTATIVE MATTERS

- Assisted a cable television service company in drafting its terms of service and other policies and procedures.
- Represented a cloud computing provider that primarily serves nonprofit organizations in an ongoing federal class action alleging that the provider did not adequately protect customers from a ransomware attack that compromised sensitive information.
- Represented a national telecommunications provider in ongoing state attorney general investigations related to the marketing and sales of the companies services to consumers.
- Represented a U.S.-based multinational home emergency repairs and improvements company in connection with a state investigation relating to representations and disclosures in the company's home service contracts with consumers.

TOP AREAS OF FOCUS

- Regulatory Investigations, Strategy + Enforcement
- State Attorneys General

ALL AREAS OF FOCUS

- Financial Services
- Marketing + Advertising
- Regulatory Investigations, Strategy + Enforcement
- State Attorneys General
- Telecommunications + Infrastructure

PROFESSIONAL EXPERIENCE

- Law clerk, Senator Jon Ossoff, U.S. States Senate, January – May 2021
- Legal extern, California Department of Transportation, May – August 2019

EDUCATION AND CERTIFICATIONS

EDUCATION

- University of California, Davis, School of Law, J.D., 2021
- Loyola Marymount University, B.A., *magna cum laude*, 2018

BAR ADMISSIONS

- California

LANGUAGES

- Spanish

PUBLICATIONS

- Co-author, "State Attorneys General Step Up Enforcement With Regulatory Shift of Trump Administration," *Reuters and Westlaw Today*, August 5, 2025.
- Co-author, "2025 Mid-Year Review: State AGs in a New Era," *Troutman Pepper Locke*, July 25, 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, "California Businesses Must Consider Auto-Renewal Law Changes," *Bloomberg Law*, March 20, 2025.
- Co-author, "2024 State AG Year in Review," *Troutman Pepper Locke*, January 30, 2025.
- Co-author, "Consumer Protection: Understanding Enforcement Actions Brought by State Attorneys General," American Bar Association, 2024.
- Podcast, "12 Days of Regulatory Insights: Day 7 – New Rules in Advertising," *Regulatory Oversight Podcast*, December 13, 2024.
- Co-author, "2024 State AG Election Re-Cap: Where Things Stand the Day after Election Day," *Troutman Pepper*, November 6, 2024.

- Co-author, "New State Junk Fee Laws Set Corporate Advertising Bar—For Now," *Bloomberg Law*, August 16, 2024.
- Co-author, "2023 Privacy Year in Review," *Troutman Pepper*, February 1, 2024.
- Co-author, "2023 State AG Year in Review," *Troutman Pepper*, January 29, 2024.
- Co-author, "2022 Regulatory Privacy Year in Review," *Troutman Pepper*, February 2, 2023.