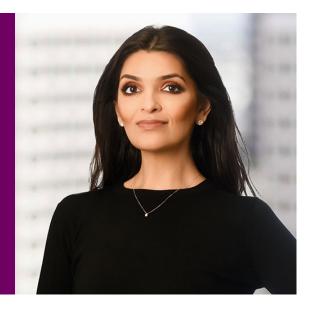


# Sadia Mirza Partner

Orange County
sadia.mirza@troutman.com
D 949.622.2786



Sadia leads the firm's Incidents + Investigations team, advising clients on all aspects of data security and privacy issues. She is the first point of contact when a security incident or data breach is suspected, and plays a central role in her clients' cybersecurity strategies.

# **OVERVIEW**

Sadia's practice is dedicated to counseling clients on complex data security and privacy issues. Capitalizing on her extensive experience guiding clients through security incidents, she handles pre-incident planning and readiness, breach investigations, and litigation matters. Sadia leverages her 360-degree knowledge of the incident response lifecycle to ensure clients can present a positive and defensible narrative to plaintiffs or regulators.

Clients also turn to Sadia for best practices related to privacy compliance and novel data-use questions and concerns. An active and respected voice in the privacy and data security bar, she writes and speaks frequently on trends and developments affecting clients and consumers. Sadia has been a panelist on numerous privacy and cybersecurity panels across the U.S. and is a member of the Program Committee for the Law Track for the RSA Conference.

Sadia provides ongoing analysis and commentary on developments in the consumer financial services industry, with a focus on privacy law, through the Consumer Financial Services Law Monitor blog at <u>cfslawmonitor.com</u>. She frequently publishes in *Bloomberg Law* and *Law360*.

Sadia is a Certified Information Privacy Professional (CIPP/US) and Certified Information Privacy Manager (CIPM).

# REPRESENTATIVE MATTERS

- Serving as counsel for a Software as a Service (SaaS) provider in one of the first class actions alleging CCPA violations and other privacy-based claims.
- Serving as counsel for a SaaS provider in a Multidistrict litigation (MDL) for claims related to a 2020 ransomware attack.
- Representing a SaaS provider in interactions with state attorneys general and other state governmental bodies in connection with a ransomware attack.
- Defended and represented companies that were the victims of Magecart attacks including by guiding them

- through Payment Card Industry (PCI) investigations.
- Serving as CCPA compliance counsel for multiple CRAs, public record vendors, data and analytics providers, and innovative technology companies.
- Prepared CCPA data inventory questionnaires for a wide variety of clients and conducted follow-up calls to review and enhance responses.
- Counseled innovative technology companies, advertising technology companies, financial institutions, and
  others with respect to various initiatives and product launches on issues relating to consumer protection and
  privacy, transactions, and compliance.
- Defended technology companies in class actions that challenged their data protection practices and asserted claims under various consumer protection statutes.
- Counsels a consumer reporting agency in all matters and activities concerning compliance with the FCRA, including the creation and revision of screening contracts and onboarding procedures.
- Created a compliance management system for a financial institution in a high-stakes and time-sensitive matter.

# **AWARDS**

- Best Lawyers in America®: Ones to Watch: Financial Services Regulation Law (2026), Privacy and Data Security Law (2026)
- Recognized with Lawyers on the Fast Track Award, Law.com's California Legal Awards (2024)

# **TOP AREAS OF FOCUS**

- Advanced Technology: Leading-Edge Issues
- Consumer Financial Services
- Financial Services Litigation
- Incidents + Investigations
- Privacy + Cyber

# **ALL AREAS OF FOCUS**

- Advanced Technology: Leading-Edge Issues
- Class Action
- Consumer Financial Services
- Consumer Reporting Agencies + Background Screening
- Corporate Espionage Response Team
- Data + Privacy
- Fair Credit Reporting Act (FCRA)
- Financial Services Litigation
- Incidents + Investigations
- <u>Litigation + Trial</u>
- Privacy + Cyber

#### PROFESSIONAL/COMMUNITY INVOLVEMENT

Volunteer, Public Law Center

Volunteer, Kids in Need of Defense

#### PROFESSIONAL EXPERIENCE

- Vice president /Assistant Division counsel, Black Knight Financial Services, 2015-2017
- Senior associate corporate counsel, CoreLogic, 2013-2015

# **EDUCATION AND CERTIFICATIONS**

#### **EDUCATION**

- Queen Mary University of London, LL.M., with distinction, 2013, banking and finance
- Stetson University College of Law, J.D., 2012, international law
- University of California, Los Angeles, B.A., 2009, English

#### **BAR ADMISSIONS**

- California
- Texas

#### **LANGUAGES**

Urdu (fluent)

#### SPEAKING ENGAGEMENTS

- Speaker, "Navigating the Future: The Interplay Between International Law and Technological Innovation," The Houston Journal of International Law's Skelton Lecture Series, March 22, 2025.
- Panelist, "<u>Regulatory and Litigation Response Following a Privacy Breach. Immediate Aftermath: Managing the Expanding Regulatory Requirements and Litigation Outcomes for Incident Response,</u>" The Government Investigations and Civil Litigation Institute's Tenth Annual Meeting, November 19-21, 2024.
- Speaker, Troutman Pepper's 2024 Public Company Seminar, October 24, 2024.
- Speaker, "Georgia Cybersecurity CLE Summit and Dinner: When Cyber Attacks Strike Preventing and Managing the Downpour," Troutman Pepper, August 29, 2024.
- Speaker, "Buckle Up for a Wild Ride: Privacy, Security, and Al's Whirlwind Year!" Troutman Pepper Webinar, March 15, 2024.
- Speaker, "Evolution in Crisis Communication and Public Relations," NetDiligence® Cyber Risk Summit Miami Beach 2024, February 13, 2024.
- Speaker, "Resilience by Design," University of San Diego Center for Cyber Security Engineering and Technology 2023 Cyber Law & Risk Symposium, November 2, 2023.
- Moderator, "International Regulatory & Litigation Update," NetDiligence® Cyber Risk Summit, October 18, 2023.
- Panelist, <u>CISO/CSO/General Counsel Summit</u>, Converge Security, Anaheim, CA, September 15, 2023.
- Speaker, "Transforming Incident Response," NetDiligence Cyber Risk Summit, May 31, 2023.
- Speaker, "2022 Privacy and Cybersecurity Litigation, Legislative, and Enforcement Overview," Pennsylvania Bar Institute's 2023 Health Law Institute, March 15, 2023.
- Speaker, "California Workplace Developments and Preparing for 2023," Troutman Pepper, December 8, 2022.

- Panelist, "Emerging Trends with Cyber Security Threats: Effective Tactics to Assess, Prepare and Respond," Troutman Pepper and Aon Stroz Friedberg, October 19, 2022.
- Speaker, "A "Reasonable" Approach to Data Security," Privacy + Security Academy, November 3, 2022.
- Speaker, "Trifecta of Cybersecurity Resilience," Avertium and Troutman Pepper, September 29, 2022.
- Panelist, "Third-Party Vendor Breaches and IR Considerations that Follow," ePlace Solutions Cybersecurity Webinar, July 22, 2022.
- Panelist, "<u>U.S. Litigation Update</u>," NetDiligence Cyber Risk Summit, July 21, 2021.
- Panelist, "What Constitutes Reasonable Measures to Protect Confidential Information," ABA Program Webinar, July 20, 2022.
- Panelist, "<u>U.S. Litigation and Regulatory Update</u>," Cyber Risk Summit Philadelphia, July 14, 2021.
- Panelist, "The Evolving Roles of Claims Professionals & Breach Coaches in Incident Response," NetDiligence Cyber Risk Summit, June 2, 2022.
- Panelist, "Cross Your Ts, but Watch Your Eyes How to Improve Incident Response," 2021 ISACA Los Angeles Conference, April 13, 2021.
- Speaker, "Tabletop Exercises for Your Incident Response Plan," Privacy Week Forums 2021, January 28, 2021.
- Panelist, "Five Key Developments in the Privacy and Data Security Sector in 2020 and Five Predictions for 2021," Troutman Pepper webinar, January 26, 2021.
- Speaker, "2021: The Cybersecurity Legal, Privacy and Compliance Outlook," Bank Info Security, November 18, 2020.
- Speaker, "The Legal Outlook: Incident Response, Ransomware and CCPA," Bank Info Security, November 2, 2020.
- Speaker, "2021: The Cybersecurity Legal and Compliance Outlook," Bank Info Security, October 6, 2020.
- Presenter, "Privacy: The Current Status of the CCPA and Compliance Challenges," Troutman Pepper Webinar, August 11, 2020.
- Presenter, "COVID-19: CCPA and Regulatory and Governmental Litigation Update," Troutman Sanders Webinar, May 7, 2020.
- Moderator, "Quick Answers to Critical COVID-19 Compliance Questions for Financial Services Companies," Troutman Sanders Webinar, March 31, 2020.
- Speaker, "Incident Response Plans: Global Compliance Mandates and Obligations," ISMG Fraud & Breach Summit, December 3, 2019.
- Speaker, "The CCPA: It's Finally Ducking Here," Troutman Sanders, San Francisco, CA, January 16, 2020.
- Panelist, "Countdown to CCPA," IG3 Retreat Series, Newport Beach, CA, December 12, 2019.
- Speaker, "Getting Ready for 2020: Employment and Privacy Law Breakfast Seminar," Troutman Sanders, San Diego, CA, December 12, 2019.
- Speaker, "Getting Ready for 2020: Employment and Privacy Law Breakfast Seminar," Troutman Sanders, Orange County, CA, December 11, 2019.
- Speaker, "Partnering With Law Enforcement: Response and Investigative Strategies," Bank Info Security, November 18, 2019.
- Speaker, "CCPA: Less than Three Months 'Till Takeoff," CCPA ISACA, Orange County Forum, November 14, 2019.
- Speaker, "CCPA: Less Than Three Months 'Till Takeoff," Association of Continuity Professionals, Orange County Chapter Meeting, November 13, 2019.
- Speaker, "Getting Your Ducks in a Row for the California Consumer Privacy Act," Receivables Managements Association International Webinar, October 23, 2019.
- Speaker, "Amendments to the CCPA: The More Things Change, The More Things Stay the Same," Celesq Webinar, October 21, 2019.

- Panelist, "Cyber Resiliency Beyond Data Protection," NetDiligence Cyber Risk Summit, Santa Monica, CA, October 15-17th, 2019.
- Panelist, "Financial Privacy and Security," American Bar Association National Institute on Consumer Financial Services Basics, Nashville, TN, October 3, 2019.
- Speaker, "Fireside Chat: The CCPA and the Innovation Landscape," 34th Annual SoCal Security Symposium, Costa Mesa, CA, September 12, 2019.
- Speaker, "Getting Your Ducks in a Row for the California Consumer Privacy Act," Celesq Attorneys Ed Center, June 27, 2019.
- Speaker, "Incident Response Plans: Global Compliance Mandates and Obligations," ISMG Fraud and Breach Summit, Chicago, IL, May 14, 2019.
- Speaker, "Incident Response Plans: Global Compliance Mandates and Obligations," Bank Info Security, March 2, 2019.
- Speaker, "Getting Your Ducks in a Row for the California Consumer Privacy Act," Troutman Sanders Webinar, February 28, 2019.
- Speaker, "Consumer Financial Services Outlook 2019," Troutman Sanders Webinar, February 12, 2019.

# **PUBLICATIONS**

- Co-author, <u>Cyber Capsule</u>.
- Co-host, *Unauthorized Access Podcast*.
- Co-author, "3 Takeaways From Recent Cyberattacks On Healthcare Cos.," Law360, June 4, 2025.
- Co-author, "4 Actions for Cos. as SEC Rebrands Cyber Enforcement Units," Law360, March 21, 2025.
- Contributor, "2024 Privacy, AI & Cybersecurity Year in Review," Troutman Pepper Locke, February 12, 2025.
- Co-author, "Emerging Trends: Federal Enforcement of Contract Cybersecurity Requirements," Thomson Reuters Westlaw Today, February 11, 2025.
- Co-author, "6 Tips for Cos. Facing Service Provider Cyber Incidents," Law360, October 23, 2024.
- Co-author, "Navigating the Complexities of Cyber Incident Reporting," Law360, October 2, 2024.
- Co-author, "Takeaways From Texas AG's Novel Al Health Settlement," Law360, September 27, 2024.
- Co-author, "Al and HR: Navigating Legal Challenges in Recruiting and Hiring," *Troutman Pepper*, September 16, 2024.
- Co-author, "6 Considerations to Determine if a Cyber Incident Is Material," Law360, August 28, 2024.
- Co-author, "SolarWinds Ruling Offers Cyber Incident Response Takeaways," Law360, August 6, 2024.
- Co-author, "Cyber Incident Response Checklist for SEC Compliance," Law360, July 19, 2024.
- Co-author, "SEC Issues Additional Guidance Regarding Cybersecurity Incident Disclosure," *Troutman Pepper*, July 8, 2024.
- Co-author, "<u>Unique Aspects of Data Incident Response in Local Government</u>," *American City & County*, March 1, 2024.
- Co-author, "California AG Announces Second CCPA Settlement, Asserting DoorDash Failed to Deliver Privacy," Troutman Pepper, February 29, 2024.
- Co-author, "That's a Wrap...or Not? Regulatory Data Incident Investigation Resolutions and the Path Forward,"
   <u>Reuters</u> and <u>Westlaw Today</u>, February 14, 2024.
- Co-author, "Navigating the Complexities of Regulatory Data Incident Investigations," <u>Reuters</u> and <u>Westlaw Today</u>, December 12, 2023.
- Co-author, "<u>California Delete Act: An Aggressive New Approach to Regulating Data Brokers</u>," *Troutman Pepper*,
  October 19, 2023.
- Co-author, "Your Organization Has Suffered a Data Incident: Now Here Are the Regulators It Will Likely

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- Encounter," Reuters and Westlaw Today, October 16, 2023.
- Co-author, "Data Protection: One of These Incidents Is Not Like the Other," <u>Reuters</u> and <u>Westlaw Today</u>, August 24, 2023.
- Co-author, "<u>SEC Adopts Final Cybersecurity Rules</u> Requires Companies to Focus on their Security and <u>Disclosure Plans</u>," *Troutman Pepper*, July 31, 2023.
- 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, "A Checklist for Cyber Incident Response Communications," Law360, July 14, 2023.
- Co-author, "Iowa on Cusp of Enacting Privacy Legislation," Troutman Pepper, March 22, 2023.
- Co-author, "Preparing for an Era of Regulated Artificial Intelligence," Law360, January 25, 2023.
- Co-author, "A Little Breathing Room California Privacy Agency Modifies Proposed Regulations," Reuters, December 8, 2022.
- Co-author, "Forensic Artifacts Play Legal Role in Cyber Incident Response," Law360, December 2, 2022.
- Co-author, "Silver Lining for Cos. in Proposed Calif. Privacy Law Changes," Law360, November 23, 2022.
- Co-author, "Cybersecurity Awareness Month October 2022," DBA Digest, October 7, 2022.
- Co-author, "Cybersecurity Awareness Month October 2022," Troutman Pepper, October 4, 2022.
- Co-author, "Four Strategies for Drafting Effective Consumer Breach Notices," Law360, September 30, 2022.
- Co-author, "Compliance Lessons From Sephora CCPA Settlement," Law360, September 13, 2022.
- Co-author, "CCPA/CPRA Will Apply to Employee AND B2B Data Five Steps to Prepare for the January 1, 2023 Effective Date," Troutman Pepper, September 6, 2022.
- Co-author, "Not So Pretty: Five Takeaways from New CCPA Settlement with Sephora and Other Enforcements," *Troutman Pepper*, August 30, 2022.
- Co-author, "The Do's and Don'ts of Cybersecurity Forensic Investigations," Law360, August 26, 2022.
- Co-author, "CPRA Draft Regulations: Essential Takeaways and Ten Actions to Take Now," Hedge Fund Law Report, August 25, 2022.
- Co-author, "CPRA Draft Regulations: Essential Takeaways and 10 Actions to Take Now," Cybersecurity Law Report, July 13, 2022.
- Co-author, "Focusing on the Primary Purpose: Protecting the Attorney—Client Privilege and Work Product Doctrine in Incident Response," Cyber Security: A Peer-Reviewed Journal, July 11, 2022.
- Co-author, "California Privacy Protection Agency Publishes Draft Rules," Troutman Pepper, June 6, 2022.
- Co-author, "<u>CPRA Series: Part Four Data Processing Obligation</u>," Daily Journal, May 23, 2022.
- Co-author, "<u>CPRA Series: Part Three Notice and Disclosure Obligations</u>," Daily Journal, May 12, 2022.
- Co-author, "Ninth Circuit Provides Guidance on Web Scraping," Troutman Pepper, May 5, 2022.
- Co-author, "Connecticut Legislature Passes Comprehensive Privacy Legislation, Awaiting Governor's Signature," Troutman Pepper, May 4, 2022.
- Co-author, "<u>CPRA Series: Part Two Consumer Rights</u>," Daily Journal, April 20, 2022.
- Co-author, "<u>CPRA Series: Part One Introduction and Overview</u>," Daily Journal, April 11, 2022.
- Co-author, "Utah Becomes Fourth State to Adopt Privacy Legislation," Troutman Pepper, March 24, 2022.
- Co-author, "<u>Déjà Vu? Outcomes of Privacy Legislation in 2022 State Legislative Sessions</u>," *Troutman Pepper*, March 22, 2022.
- Co-author, "2021 Consumer Financial Services Year in Review & A Look Ahead," *Troutman Pepper*, January 28, 2022.
- Co-author, "The Virginia Consumer Data Protection Act, the Colorado Privacy Act, and the Draft Connecticut Privacy Legislation: An Overview and Practical Guide," The National Law Review, November 2021.
- Co-author, "App Store 'Nutrition Labels' Raise New Privacy Risks for Cos.," Law360, October 22, 2021.

- Co-author, "Top Takeaways From a Year of CCPA Enforcement," Bloomberg Law, August 6, 2021.
- Co-author, "<u>Litigation and Enforcement: Virginia Consumer Data Protection Act Series (Part Five)</u>," *Troutman Pepper*, April 1, 2021.
- Co-author, "<u>Data Processing Obligations: Virginia Consumer Data Protection Act Series (Part Four)</u>," *Troutman Pepper*, March 25, 2021.
- Co-author, "California Court Tosses Alleged "Data Breach" Suit, Holding CCPA Does Not Apply Retroactively," Troutman Pepper, March 24, 2021.
- Co-author, "Notice and Disclosure Obligations: Virginia Consumer Data Protection Act Series (Part Three),"
   Troutman Pepper, March 18, 2021.
- Co-author, "Consumer Rights: Virginia Consumer Data Protection Act Series (Part Two)," Troutman Pepper, March 11, 2021.
- Co-author, "Introduction and Overview: Virginia Consumer Data Protection Act Series (Part One)," Troutman Pepper, March 4, 2021.
- Co-author, "Data Compliance Issues for Cos. Making, Using Vaccine App," Law360, February 10, 2021.
- Co-author, "Employers' Top 7 Coronavirus Data Collection Questions," Law360, June 15, 2020.
- Co-author, "Calif. Privacy Law Takeaways From 9th Circ. Facebook Case," Law360, April 27, 2020.
- Co-author, "Privacy Guidelines For COVID-19 Contact-Tracing App Makers," Law360, April 17, 2020.
- Co-author, "COVID-19 Warrants Modified Cybersecurity for Work-At-Home," International Association of Privacy Professionals, April 2020.
- Co-author, "Cybersecurity Tips to Prevent Your Business from Becoming COVID-19's Virtual Victim," International Association of Privacy Professionals, April 2020.
- Co-author, "Notice to Employers: Remember Privacy Basics When Addressing COVID-19," International
  Association of Privacy Professionals, April 2020.
- Co-author, "Request for Assurance from Critical Vendors of Operational Preparedness to Address COVID-19," International Association of Privacy Professionals, April 2020.
- Co-author, "Calif. AG's Latest Privacy Law Revisions Miss Some Spots," Law360, March 19, 2020.
- Co-author, "INSIGHT: FTC Report Offers Road Map to Mitigate CCPA Data Breach Class Actions," Bloomberg Law, March 5, 2020.
- Co-author, "2019 Consumer Financial Services Year in Review & a Look Ahead," *Troutman Sanders*, February 24, 2020.
- Co-author, "CCPA Modified Draft Regulations: Two Steps Forward, One Step Back," The Recorder, February 10, 2020.
- Co-author, "INSIGHT: First CCPA-Related Case Foreshadows Five Issues," Bloomberg Law, February 10, 2020.
- Co-author, "<u>Data Brokers' Must Register With the California Attorney General by Tomorrow, January 31st</u>,"
   Troutman Sanders, January 30, 2020.
- Co-author, "Ill. Privacy Bill Is Not as Robust as Calif. Law," Law360, December 17, 2019.
- Co-author, "INSIGHT: Five Reasons to Comment on Draft CCPA Regulations," Bloomberg Law, October 22, 2019.
- Co-author, "Calif. Privacy Law Means New Approach to Vendor Contracts," Law360, September 27, 2019.
- Co-author, "Is Your Business in Need of a CCPA Intervention," International Association of Privacy Professionals, July 2019.
- Co-author, "Key Differences in Nev. and Calif. Data Privacy Laws," Law360, June 19, 2019.
- Co-author, "INSIGHT: So the CCPA Is Ambiguous—Now What?," Bloomberg Law, June 14, 2019.
- Co-author, "Five Lessons From Google's \$57M Data Protection Fine," Bloomberg Law, February 7, 2019.
- Author, "Northern District of Georgia Rules in Equifax Data Breach Cases," Consumer Financial Services Law

- Monitor, January 30, 2019.
- Co-author, "<u>Data Privacy: The Current Legal Landscape 2018 Reviewed</u>," *Troutman Sanders News & Knowledge*, January 15, 2019.
- Author, "<u>lowa's New Year's Resolution: Making Consumer Security Freezes More Accessible and Enhancing Personal Information Security Breach Protection</u>," Consumer Financial Services Law Monitor, December 31, 2018.
- Author, "One Breach, Two Breach, Three Breach! A Closer Look at the Proposed Settlement for the In Re:
   <u>Yahoo! Inc. Customer Data Security Breach Litigation</u>," Consumer Financial Services Law Monitor, November 21, 2018.
- Author, "<u>Data Privacy: The Current Legal Landscape September 2018</u>," *Troutman Sanders News & Knowledge*, September 26, 2018.
- Co-author, "Clarity on Overlapping Background Check Laws in Calif.," Law360, August 22, 2018.
- Author, "Not Your Average Privacy Law—Vermont Enacts Nation's Most Expansive Data Broker Legislation,"
   Consumer Financial Services Law Monitor, June 14, 2018.
- Author, "Hot Off the Press: NIST Releases Version 1.1 of Cybersecurity Framework," Consumer Financial Services Law Monitor, April 23, 2018.
- Author, "State AGs Have Bone to Pick With Proposed Federal Breach Notification Law," Consumer Financial Services Law Monitor, April 17, 2018.
- Co-author, "Talk About an Electric Shock Power Company Fined \$2.7M After Data Breach," Consumer Financial Services Law Monitor, March 22, 2018.
- Author, "Moving on to New Digital Identity (Authentication) Guidelines," Consumer Financial Services Law Monitor, February 12, 2018.

#### MEDIA COMMENTARY

- Quoted, "Media & Victims Find Common Ground Against Hackers," Dark Reading, August 9, 2024.
- Quoted, "Just the Hacks: How Journalists Work With Hackers to Break News," PCMag, August 9, 2024.
- Quoted, "Privacy Corner: Troutman Pepper Aids Clients as Cyberattacks Rise," FTCWatch, March 12, 2024.
- Quoted, "Troutman Pepper Launches Team to Address Cyberattacks," Law360 Pulse, February 29, 2024.
- Quoted, "Calif.'s Novel Privacy Moves May Dim Federal Law's Chances," Law360, October 5, 2022.
- Quoted, "Utah Sets New Floor In Joining Consumer Privacy Law Fray," Law360, March 29, 2022.
- Quoted, "2 State Cybersecurity, Data Privacy Laws Enacted," GovInfoSecurity, July 13, 2021.
- Interviewed, "Twitter Hack: Incident Response Lessons," Security Media Group, August 19, 2020.
- Interviewed, "CCPA Enforcement: What to Expect Now," Data Breach Today, July 8, 2020.
- Interviewed, "California Modifies Consumer Privacy Regulations Again," Bank Info Security, March 24, 2020.
- Quoted, "Are Companies Adhering to CCPA Requirements?," InfoRiskToday, January 28, 2020.
- Quoted, "Will the U.S. Get a Federal Privacy Law?," Data Breach Today, December 27, 2019.