

## Kevin Simpson

Partner

Los Angeles  
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Chicago  
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Kevin is a skilled litigator whose practice encompasses complex commercial disputes, class-action litigation, state law tort claims, and internal investigations. He has deep experience defending companies in consumer privacy lawsuits and advising companies on compliance with federal and state privacy laws.

Kevin defends and litigates complex cases at the trial and appellate levels in federal and state courts, through and including trial. While based out of Los Angeles, Kevin also has extensive involvement with the Chicago legal market.

Kevin focuses on defending class actions brought under consumer-protection and privacy statutes, including the California Consumer Privacy Act, California Invasion of Privacy Act, Telephone Consumer Protection Act, Biometric Information Privacy Act, Genetic Information Privacy Act, Fair Credit Reporting Act, and Fair Debt Collection Practices Act, among others. He also counsels clients to help them achieve compliance with these statutes.

Kevin has also represented federal criminal defendants by appointment. In that capacity, he negotiated plea agreements and served as first chair at trial. Kevin also regularly and energetically represents pro bono clients. He has represented an abused child in family court, mistreated inmates, and multiple asylum seekers, among others.

Kevin recently obtained a jury verdict in favor of an inmate whose Due Process rights were denied by prison officials.

Before joining Winston, Kevin served as a law clerk for the Honorable Nancy L. Moritz of the U.S. Court of Appeals for the Tenth Circuit. Prior to clerking, he worked in private practice.

## Key Matters

- Representing a marketing vendor for a major automotive manufacturer in a class action lawsuit arising from an alleged data breach involving three million consumers.
- Representing a major automotive rental company in a class action lawsuit alleging consumer privacy violations arising from company's outbound customer communications.
- Representing a Chicago hospital system in a class action lawsuit alleging religious liberty violations arising from hospital's Covid-19 vaccination policy.
- Representing a national telecommunications company in six separate class action lawsuits alleging consumer privacy violations arising from company's debt collection efforts (four of the lawsuits have been resolved).
- Representing a former directors of direct marketing solutions company in a class action lawsuit alleging ERISA violations arising from sale of the company.
- Representing a Chicago hospital system in an antitrust class action lawsuit challenging hospital's acquisition of another hospital.
- Representing major global insurance company in a class action lawsuit alleging unfair practices and violation of insurance laws in connection with ticket protection plans for concerts and other events.
- Represented a data technology and marketing company in a class action lawsuit alleging consumer privacy violations arising from outbound marketing communications.
- Represented a global investment and advisory financial services firm in a class action lawsuit alleging securities violations.
- Represented a major financial institution in a class action lawsuit alleging consumer privacy violations arising from company's debt collection efforts.
- Represented a health care staffing company in a class action lawsuit alleging consumer privacy violations arising from recruitment phone calls to prospective staffers.
- Represented a compound pharmaceutical manufacturer in a class action lawsuit alleging that unlawful fax messages were sent to prospective customers in violation of the Junk Fax Prevention Act.
- Represented a major grocery chain in a class action lawsuit alleging consumer privacy violations based on rewards program text messages.
- Represented a mass media marketing company in a class action lawsuit alleging gender discrimination based on promotion of a "ladies' day" event for a local sports team.
- Represented a large physician's network in an antitrust action involving the development of a cancer treatment center.
- Represented a large physician's network in a dispute with its departing optometry group.
- Conducted internal investigation of a healthcare technology company involving point-of-care patient engagement.

## Recent Experience

Winston Represented Revelstoke Capital Partners in Acquisition of NKMD MGMT, LLC  
The Vistria Group's Strategic Investment in Soliant Health

Cairn Real Estate Holdings' Acquisition of JP & Associates Realtors

TZP Group Acquires a Majority Stake in Kindred Bravely

## Recognitions

- Recognized in the 2025 edition of the *Lawdragon* "500 Leading Global Cyber Lawyers" guide
- Named in the 2024–2025 editions of *Benchmark Litigation US's* "40 & Under List" for Dispute Resolution
- Named a 2024 Law360 Rising Star in Cybersecurity/Privacy
- Recognized in the 2024 edition of *Best Lawyers: Ones to Watch® in America* for Commercial Litigation
- Recognized as a "Key Lawyer" in the 2024 edition of *The Legal 500 US* for Media, Technology and Telecoms: CyberLaw

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## Activities

Kevin is a member of the International Association of Privacy Professionals.

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## Credentials

### EDUCATION

Kevin received a J.D., *summa cum laude*, from the Washington University School of Law in 2014, where he was a senior executive editor for the *Washington University Law Review* and was involved in the Washington University Appellate Clinic. He received a B.A. in political science from the University of Kansas in 2011.

### ADMISSIONS

- California
- Illinois

### CLERKSHIPS

- USCA - Tenth Circuit for the Honorable Nancy L. Moritz
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## Related Insights & News

### SPEAKING ENGAGEMENTS

- "Privacy and Cybersecurity 101: Best Practices for Corporate Counsel to Protect Their Companies in 2024," Texas General Counsel Forum Virtual CLE Program, Panelist, Dec. 7, 2023

- ["Cybersecurity 101: Best Practices for Attorneys to Protect Their Companies and Clients \(And Themselves\) in 2023,"](#) Winston & Strawn Hybrid Program, Panelist, Sept. 20, 2023
- "Mastering Contracts: Navigating Privacy Requirements and Negotiations for Organizational Protection," Winston & Strawn Webinar, Panelist, Aug. 15, 2023

## **PUBLICATIONS**

- ["Why Companies Lose In Gig Worker Class Cert. Cases,"](#) Law360, Nov. 2022
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## **RECOGNITIONS**

Winston Team Led by Bill O'Neil Recognized in Litigator of the Week

APRIL 8, 2025

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## **WEBINAR**

Privacy Problems Webinar Series

FEBRUARY 18, 2025

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## **WEBINAR**

Bite-Sized Insights: Legal Trends Impacting the Food & Beverage Industry

OCTOBER 8, 2024

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## **RECOGNITIONS**

Winston & Strawn Recognized in 2025 *Benchmark Litigation*

OCTOBER 3, 2024

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## **RECOGNITIONS**

Winston Partners Named to *Benchmark Litigation's* 2024 40 & Under List

AUGUST 8, 2024

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## **RECOGNITIONS**

Kevin Simpson Named as One of Law360's 2024 Rising Stars Honorees

JULY 15, 2024

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## **BLOG**

Courts Considering New Defense to Mass Arbitrations

JUNE 12, 2024

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## **RECOGNITIONS**

Winston & Strawn Recognized in *The Legal 500 U.S.* 2024

JUNE 12, 2024

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## **SEMINAR/CLE**

New Legal Issues to the Strategic Implications for the Reconfiguration of the Global Presence of Multinational Enterprises  
MAY 22, 2024

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**PRO BONO IN ACTION**

Winston Negotiates Significant Rules Change in Transgender Rights Case Against the Professional Disc Golf Association  
FEBRUARY 8, 2024

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**SEMINAR/CLE**

Winston Hosts 2024 Financial Services Symposium in Charlotte  
JANUARY 24, 2024

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**NEWS**

Winston & Strawn Files Lawsuit Against FDIC  
DECEMBER 19, 2023

# Capabilities

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Litigation/Trials	Appellate & Critical Motions	Privacy: Regulated Personal Information (RPI)
Privacy & Data Security	Public Companies	Artificial Intelligence (AI)