



Alessandra Swanson

Partner
Co-Chair, Global Privacy & Data Security Practice

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Alessandra is a co-chair of Winston's Global Privacy and Data Security Practice and counsels clients on significant matters related to the collection, processing, and protection of personal information.

Alessandra is a former federal privacy regulator and primarily focuses her practice in the area of privacy and data security, which includes counseling on compliance with privacy laws, security breach response and regulatory defense, corporate advisory service and outsourcing, and large-scale commercial contracting. Alessandra has spent the entirety of her career working in the privacy space. Prior to joining Winston, Alessandra spent five years with the U.S. Department of Health and Human Services – Office for Civil Rights, where she was involved in a number of high-profile privacy investigations and settlements.

KEY CAPABILITIES

Privacy and Data Security Counseling: Alessandra counsels some of the country's most well-known health care companies, brands, retailers, media companies, and e-commerce platforms regarding their compliance with privacy and data security laws. She has helped clients develop privacy compliance programs, employee training, and security incident response plans; undertake information security assessments; implement privacy-by-design processes; create internal and consumer-facing privacy disclosures; assess software platforms and new technologies for privacy and security issues; and leverage new technologies to reach consumers. In particular,

Alessandra has extensive experience with the California Consumer Privacy Act (CCPA), the Illinois Biometric Information Privacy Act (BIPA), the California Invasion of Privacy Act (CIPA), and other United States state privacy laws. She also has experience with the Video Privacy Protection Act (VPPA), Telephone Consumer Privacy Act (TCPA), the Health Insurance Portability and Accountability Act (HIPAA), CAN-SPAM, the Children's Online Privacy Protection Act (COPPA) and other laws related to telematics and vehicle data, biometric information, online advertising, children's privacy, privacy policies, personal information protection, and consumer outreach.

Security Breach Response and Regulatory Defense: When clients experience security breaches, Alessandra provides practical and business-focused guidance to help navigate the investigation and remediation of the breach, assess legal and contractual notification obligations following the incident, and defend clients in related regulatory inquiries. Alessandra has led teams of Winston lawyers worldwide to assist clients who suffer multi-jurisdiction incidents, and, in particular, has deep experience working with clients in the health care sector.

Corporate Advisory Services: Alessandra advises on privacy and data security matters associated with mergers, acquisitions, investments, and other significant corporate transactions. For these matters, Alessandra helps private equity and corporate clients quantify the risks associated with acquiring or merging with targets and develop strategies for entering new service lines. She also handles post-closing remediation issues that implicate privacy and security and advises portfolio companies on an on-going basis.

Outsourcing and Commercial Contracting: Alessandra works with clients to develop and negotiate large-scale contracts that implicate privacy and data-security issues. In particular, she has worked with clients on both sides of the table to address agreements related to data storage, facial recognition and other biometrics platforms, e-commerce operations, software and mobile application development, clinical trial agreements, end-user licenses and website terms of use, the large-scale use of aggregated personal information, and the use of personal information for advertising and marketing purposes.

Recent Experience

Represented The Honey Pot Company Holdings, LLC, a leading better-for-you feminine care brand, in the sale of a controlling stake in the business to Compass Diversified (...)

Academic Partnerships, LLC acquisition of Wiley University Services from John Wiley & Sons, Inc.

Arthur J. Gallagher & Co.'s Acquisition of Cadence Insurance, Inc.

Frontenac Acquisition of Integrated Openings Solutions

ISG Enterprises Acquisition of Rose

ISG Enterprises Acquisition of Apple

Arthur J. Gallagher Acquisition of Clements Worldwide

Crowe LLP's Carveout Sale of its Health Care Consulting Business

Winston Represented MCE Holdings in Its Acquisition of Nova Hydraulics

CFS Brands acquisition of Foodware

Recognitions

- Recognized in *Lawdragon's* "500 Leading Global Cyber Lawyers" for Global Privacy & Data Security (2024)
- Recognized in *The Legal 500 US* (2021–2023)

Activities

Alessandra is the Executive Director of the Thatcher James Swanson Memorial Foundation, which was established to honor her late son by helping children in Chicago have access to a wonderful education, a comfortable home in which to live, and a really fun place to play.

Credentials

EDUCATION

Alessandra received her J.D. from DePaul University College of Law in 2009. She received her B.A., with a double major in history and international studies, from Northwestern University in 2005.

ADMISSIONS

- Illinois

Related Insights & News

PUBLICATIONS

- ["Montana, Tennessee Data Privacy Laws Further Boost 'De Facto Standard' in US,"](#) ALM LegalTech News, Media Mention, May 4, 2023
- "Big Law Firms are Launching New Groups Dedicated to Data Privacy..." *Business Insider*, Media Mention, Sept. 24, 2020
- "Privacy and Cybersecurity Issues in M&A," *Today's General Counsel*, Co-author, Spring 2018
- "A Perilous Patchwork: Data Privacy and Civil Liability in the Era of Data Breach," U.S. Chamber Institute for Legal Reform, Co-author, Oct. 2015

SPEAKING ENGAGEMENTS

- "Mastering Contracts: Navigating Privacy Requirements and Negotiations for Organizational Protection," Winston & Strawn Webinar, Panelist, Aug. 15, 2023
- "Closing the Deal: Addressing HIPAA Issues from Both Sides of the Transaction," 27th Annual HIPAA Summit, Mar. 28, 2018
- "HIPAA For Employer-Sponsored Health Plans," Illinois State Bar Association Webinar, Sept. 27, 2017
- "HIPAA and How it Applies to You," Winston & Strawn LLP eLunch, Feb. 8, 2017
- "Employee Benefits & Human Resources – The Year in Review and a Look at What's Ahead," Winston & Strawn LLP eLunch, Dec. 7, 2016
- "HIPAA Enforcement in the Post-Omnibus Era," Privacy and Security Forum, Jun. 2015
- "Healthcare and Data Security: OCR, HHS, and HIPAA Cyber Security and Data Privacy and Protection," ACI 16th Advanced Global Legal & Compliance Forum on Cyber Security and Data Privacy & Protection, Jun. 2015
- "Cyber Security and the Current State of HIPAA Enforcement," HIMSS15, Apr. 2015

SEMINAR/CLE

2024 Health Care & Life Sciences Summit

JUNE 4, 2024

RECOGNITIONS

Winston Attorneys Recognized in the Inaugural Edition of the *Lawdragon* 500 Leading Global Cyber Lawyers

APRIL 29, 2024

SEMINAR/CLE

Winston Hosts 2024 Financial Services Symposium in Charlotte

JANUARY 24, 2024

SEMINAR/CLE

2023 Health Care & Life Sciences Summit

SEPTEMBER 21, 2023

SEMINAR/CLE

Winston & Strawn's Product & Mass Torts Summit 2023

JUNE 14, 2023

RECOGNITIONS

Winston & Strawn Recognized in *The Legal 500 U.S.* 2023

JUNE 7, 2023

IN THE MEDIA

Alessandra Swanson Discusses Recent State Data Privacy Laws with *LegalTech News*

MAY 5, 2023

NEWS

2022 Pro Bono Impact Report

MAY 1, 2023

IN THE MEDIA

Alessandra Swanson Discusses Thatcher James Swanson Memorial Foundation on ABC 7 News

MARCH 10, 2023

BLOG

Illinois Supreme Court Decision in White Castle Leaves Plaintiffs' Bar With All-You-Can-Eat Biometric Buffet

FEBRUARY 24, 2023

WEBINAR

A New Privacy Paradigm: Risks, Trends, and Best Practices in the Shifting Landscape of U.S. Privacy Laws
FEBRUARY 16, 2023

BLOG

Employers Beware: CCPA Amendments Increase Employment Data Obligations and Private Liability Exposure
DECEMBER 9, 2022

Capabilities

