

Data is a strategic asset that drives insight, resilience, and competitive advantage.

Seyfarth's DATA (Digital Asset and Technology Advocacy) Law practice helps clients manage data to reduce legal risk and unlock strategic opportunity. We combine privacy, information governance, eDiscovery, data science and people analytics, cybersecurity, and AI advisory into one integrated approach to break down silos and deliver practical solutions that keep pace with technology and regulation.

Built to handle what's next, Seyfarth's DATA Law team helps clients navigate shifting privacy regulations, emerging technologies, and the growing complexity of digital evidence and risk. We bring deep experience across industries where regulation meets innovation, including finance, health care, life sciences, retail, and advanced manufacturing. We don't just react to change; we build legal strategies that keep you ahead of it.

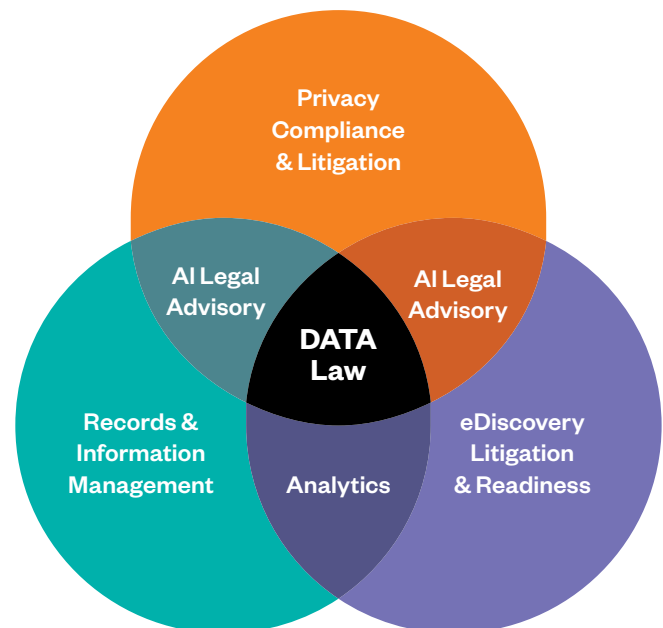
Organizations today face a range of challenges, including:

- Escalating litigation and eDiscovery costs driven by uncontrolled data volumes and reactive strategies
 - Increasingly complex requirements for privacy compliance in both domestic and global contexts
 - Cybersecurity incidents that trigger regulatory scrutiny, legal liability, and reputational harm
 - Uncertainty and legal risk surrounding emerging technologies such as AI, biometrics, and algorithmic decision-making
- Fragmented oversight of data governance, resulting in compliance gaps, litigation exposure, and operational inefficiencies

OUR SERVICES

Clients benefit from Seyfarth's integrated ecosystem of advisory and litigation services that intersect with data, technology, and compliance—delivering future-ready solutions across the full life cycle of data-related legal risk:

Privacy: Compliance, Litigation, & Cybersecurity. We help clients build and scale privacy programs that work across multiple laws—including GDPR, CCPA/CPRA, HIPAA, and other global and domestic frameworks, as well as requirements for safeguarding sensitive government data such as controlled unclassified and classified information. We defend companies in high-stakes privacy and cybersecurity litigation and lead coordinated responses to data breaches. Our team also advises on AI governance, cross-border data strategies, and securing government data in cloud-based environments such as under FedRAMP and GovRAMP, helping clients navigate emerging regulations and novel legal risks.



Records & Information Governance. We help clients modernize records programs, implement defensible retention and deletion policies, and align governance with privacy, cybersecurity, and litigation obligations. Our approach transforms fragmented data practices into strategic enablers, supporting compliance, reducing risk, and empowering business operations.

eDiscovery Litigation & Readiness. Our dedicated eDiscovery team designs defensible, practical strategies that fit each matter's needs and organizational realities. We reduce costs and improve outcomes by leveraging advanced technologies such as continuous active learning, analytics, and generative AI. We integrate eDiscovery and litigation readiness with broader privacy, cybersecurity, and governance risk, ensuring strategic alignment and compliance.

Data Science & People Analytics. We turn complexity into clarity. By combining advanced analytics with legal expertise, our data-driven attorneys, economists, and data scientists uncover hidden patterns, validate claims, and deliver actionable insights to shape smarter strategies and decisions. From fragmented datasets to predictive models, we equip teams with precision tools that transform raw data into strategic advantage,

strengthening arguments, guiding workforce strategy, and winning cases. We apply data science to large, complex datasets to uncover facts, identify patterns, assess risk, and support compliance. Beyond analysis, we reconstruct records, model exposure, size classes, validate expert methodologies, and advise on employment-related analytics including pay equity, diversity, hiring, and restructuring.

AI Legal Advisory. We advise on the legal, ethical, and operational risks of generative AI, algorithmic systems, and emerging technologies, helping clients manage regulatory uncertainty, assess model risk, and implement governance that stands up to scrutiny. Our work spans product counseling, policy development, audits, incident response, and litigation readiness, addressing transparency, bias, explainability, high-impact use of AI by government customers, and human oversight in line with the EU AI Act, FTC guidance, and evolving state laws. We also integrate AI oversight into data, privacy, cybersecurity, and intellectual property strategies, covering ownership, licensing, infringement, and protection of AI-generated content—so clients can deploy technology responsibly, safeguard assets, and stay ahead of change.

Whether building privacy programs, defending class actions, designing defensible governance and eDiscovery strategies, or responding to cyber incidents, our team delivers cohesive, practical advice rooted in Seyfarth's legacy of innovation and legal excellence.

AN INTEGRATED APPROACH

By uniting privacy, cybersecurity, eDiscovery, data science and people analytics, records and information governance, and AI legal advisory into a single, integrated framework, we eliminate silos and deliver cohesive, cross-functional solutions. This approach is efficient and transformative, enabling clients to manage risk while unlocking strategic value from their data.

Our practitioners blend deep legal experience with technical fluency and innovative service delivery. Leveraging AI-enhanced tools, defensible workflows, and Seyfarth's recognized tech-enabled platforms and creative innovation, we help clients reduce costs, improve responsiveness, and stay ahead of regulatory and technological change. The result is a future-ready legal strategy that's as agile and data-driven as the businesses we serve.

CLIENT OUTCOMES

- Reduce regulatory and litigation risk.
- Strengthen compliance and governance.
- Safeguard data, IP, and brand reputation.
- Enable innovation while maintaining trust.
- Gain insights that shape smarter business decisions.

EXPLORE DATA LAW

One team. Adaptive strategy. Future-ready.

