Cooley

Meredith Halama

Partner



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Cyber/Data/Privacy
Adtech + Marketing Tech
Artificial Intelligence
Digital Media and Entertainment
Consumer Protection

Meredith's practice sits at the intersection of privacy laws and the adtech ecosystem. With more than 20 years of privacy law experience, and 15 focused on advertising technology, Meredith advises clients on the ever-evolving US privacy legal landscape with a practical, results-oriented approach and defends them before regulators in matters concerning the use and disclosure of personal information for advertising purposes. Her work spans innovative industries, and she supports major technology platforms, streaming services, publishers, retailers and advertising technology intermediaries.

Leveraging her deep understanding of the online advertising ecosystem, Meredith helps clients develop and implement privacy programs to comply with the full spectrum of consumer privacy laws, including state omnibus consumer privacy laws, such as the California Consumer Privacy Act, as well as laws focused on consumer health data, data brokers and the protection of minors online. She advises on privacy policies, online terms and other consumer-facing disclosures, and regularly drafts and negotiates commercial agreements governing the collection, use and sharing of user data.

Meredith also represents clients in regulatory investigations before the Federal Trade Commission and state attorneys general, particularly in matters concerning the treatment of personal data. She has negotiated numerous closures resulting in no finding of wrongdoing by the client.

Before joining Cooley, Meredith was a partner at an international law firm and previously served as deputy general counsel and director of compliance at the Network Advertising Initiative (NAI), a trade association of nearly 100 companies engaged in interest-based advertising and related practices. Before joining the NAI, Meredith spent eight years in private practice, where she focused on privacy and communications law.

Chambers-ranked for both privacy and adtech, Meredith is recognized by clients as "the best of outside counsel: highly sophisticated, strategic, proactive, attuned to business needs and a pleasure to work with," as well as "a marketing and advertising technology guru" with "unparalleled" "privacy expertise" and "understanding of the online advertising business and legal issues."

Education

University of Illinois College of Law JD, magna cum laude, Order of the Coif, 1999

Northwestern University BA, History, 1995

Admissions & Credentials

District of Columbia

Rankings & Accolades

Chambers Global Guide: Privacy & Data Security (2024 – 2026)

Chambers USA: Privacy & Data Security: Privacy (2022 – 2026)

Chambers USA: Privacy & Data Security: Ad Tech (2022 – 2026)

Chambers USA: “America’s Leading Lawyer” – Nationwide: Privacy & Data Security and Privacy & Data Security: Adtech (2022 – 2025)

Lawdragon: 500 Leading Global Cyber Lawyers (2024 – 2025)

BTI: Client Service All-Stars (2022)

Best Lawyers in America: Privacy and Data Security Law (2024 – 2026) and Advertising Law (2026)

Memberships & Affiliations

Certified Information Privacy Professional (CIPP/US) through the International Association of Privacy Professionals (IAPP)