Cooley

Katie Cramer

Of Counsel



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Colorado

Cyber/Data/Privacy
Adtech + Marketing Tech
Artificial Intelligence

Katie advises top tech and AI companies and global consumer-facing brands, including leading advertising technology companies, on privacy issues that inform product design, advertising and revenue strategies, and data governance decisions.

Her practice has developed alongside the modern privacy regulatory landscape, with a deep focus on the consumer privacy laws enacted by many US states, as well as more recent laws governing consumer health data and child and teen privacy.

Issues at the intersection of advertising technology and privacy are core to Katie's practice. She's spent nearly a decade working on privacy compliance and product development strategies with companies that publish ads, advertise their own products and build the technology that powers targeted advertising.

Katie focuses on bringing a practical, business-oriented perspective to her work, informed by the MBA she earned concurrently with her JD. Beyond advisory work, Katie helps companies prepare consumer-facing privacy notices and disclosures, design user choices, develop and implement data governance and privacy compliance plans, and negotiate agreements that involve complex data monetization or privacy issues. She also serves as a subject matter advisor in litigation and regulatory investigations that involve adtech issues.

Education

University of Pennsylvania Carey Law School JD, magna cum laude, Order of the Coif, 2017

University of Pennsylvania, The Wharton School MBA, with honors, 2017

Montana State University BA, History and Modern Languages, summa cum laude, 2009

Admissions & Credentials

Colorado