

## Liza Cotter

### Associate



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Boston

Cyber/Data/Privacy  
Artificial Intelligence  
Technology Transactions  
Technology

Liza focuses her practice on privacy, data protection and cybersecurity, advising clients across multiple industries – including technology, consumer products and services, life sciences, digital media and financial services – on national and international regulatory compliance, development and use of artificial intelligence and machine learning, data protection, and identifying, responding to, and remediating data breaches and other security incidents. She also has extensive experience negotiating technology transactions, conducting privacy and data security diligence in corporate transactions, and responding to regulatory inquiries and investigations.

Liza is a member of the firm's AI task force. She also is an International Association of Privacy Professionals (IAPP) Certified Information Privacy Professional for the United States (CIPP/US). Liza has been a guest lecturer on cybersecurity at the MIT Sloan School of Management. Her past experience includes working in the data privacy practice group of a large, international law firm where she advised clients on the privacy and data security aspects of a variety of transactions and counseled clients regarding compliance with data privacy laws and standards. Liza also maintains an active pro bono practice, which includes assisting nonprofits with privacy-related compliance matters.

#### **Liza's notable experience includes:**

- Advising clients on the development and use of artificial intelligence and machine learning models and algorithms, including in relation to training models, processing biometric data, inherent data security risks and best practices, prevention of bias and discrimination, and incorporation of privacy-by-design and privacy-by-default principles
- Assisting multinational organizations with privacy- and security-related gap assessments and compliance projects, including counseling organizations on steps required to prepare for an initial public offering from a privacy and data protection standpoint
- Counseling organizations in various industries through data breaches, ransomware attacks and other cybersecurity incidents, including how to address related notification obligations and regulatory inquiries and investigations
- Assisting clients with buy-side and sell-side transactions, including counseling companies undergoing a sale through the diligence and disclosures process, as well as helping companies undergoing an acquisition by identifying privacy and data security risks
- Negotiating contracts involving the collection, receipt, sale, transfer and security of personal information and other confidential and sensitive data on behalf of multinational organizations operating in a variety of different markets

**Liza's select speaking engagements include:**

- Speaker, "[Balancing AI Advancement with Privacy Protection and Cybersecurity](#)," Cooley AI Talks Series, November 8, 2023
- Speaker, "[A Balancing Act: Pursing AI Advancement and the Protection of Privacy](#)," Cooley AI Shorts Video Series, October 19, 2023.
- Speaker, "[Trends in Biometrics Legislation, Regulation and Litigation](#)," Cooley Privacy Talks Series, February 16, 2023
- Speaker, "[New Cybersecurity Requirements in 2023: What You Need to Know, From the CPRA to the SEC's Proposed Rules](#)," Cooley CLE Speaker Series, December 13, 2022
- Speaker, "[Approaching the Finish Line](#)," Cooley US Privacy Compliance Journey Series, September 27, 2022
- Speaker, "[Top Things You Should Know About AI, Biometrics and Privacy](#)," 2022 Association of Corporate Counsel New York City Technology Summit, July 13, 2022
- Speaker, "[Artificial Intelligence and Privacy: EU and US Overview](#)," Cooley Privacy Talks Series, May 2, 2022

## Education

University of Virginia School of Law  
JD, 2016

Boston College  
BA, 2012

## Admissions & Credentials

Massachusetts  
New York

## Court Admissions

US District Court for the Eastern District of New York  
US District Court for the Southern District of New York

## Memberships & Affiliations

International Association of Privacy Professionals