

Whitney E. McCollum

Partner

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OVERVIEW

Whitney McCollum is a partner in the firm's Technology Transactions and Sourcing and Data Protection, Privacy, and Security practice groups. Whitney draws upon her technical background and global in-house experience to provide companies with cutting-edge data and technology risk management advice. Whitney is CIPP/US and CIPP/E certified and a member of the US Patent Bar.

PROFESSIONAL BACKGROUND

Whitney joined the firm after serving as the chief intellectual property and data protection counsel for an international public company. Through this role, Whitney established a global data privacy compliance program that included GDPR and CCPA compliance, handled creation-to-commercialization technology protection including intellectual property portfolio management and licensing, conducted incident investigations and response, advised on data and technology considerations in mergers and acquisitions, and counseled all levels of the organization from operations to the c-suite. Whitney began her career as an intellectual property litigation attorney in another large international law firm and has engaged in in all aspects of patent, copyright, trademark, trade secret and other complex litigation in federal and state court and before the USPTO and International Trade Commission for high-profile technology clients.

SPEAKING ENGAGEMENTS

- Keynote Speaker: *Data and COVID—Now and Future,* National Institute of Records Management Annual Meeting (August 2021)
- *Recent Developments in Artificial Intelligence and Privacy at the FTC, EU and Beyond*, Bar Association of San Francisco (June 2021)
- *Cyberside Chats: Would You Bury Your Driver's License?* (April 2021)
- *U.S. Data Privacy on the Move*, Association of Corporate Counsel (ACC) 2019 Privacy and Tech Summit (12 November 2019)
- *GDPR is Effective Today!*, University of Texas Technology Law Conference (25 May 2018)

- *Ready or Not, Here Comes the GDPR*, ACC, Annual Meeting (16 October 2017)

EDUCATION

- J.D., University of San Francisco, 2007 *(summa cum laude, Law Review Editor-in-Chief)*
- B.S., University of California, Davis, 2003 *Genetics*

ADMISSIONS

- Bar of California
- Bar of Washington
- United States Patent and Trademark Office

THOUGHT LEADERSHIP *POWERED BY HUB*

- August 2026, Global Data Protection Insights
- 8 July 2026, Supreme Court's Chatrie Decision Extends Fourth Amendment Protection to Location Data, Raising Stakes for Digital Privacy and Data Governance
- April 2026, Global Data Protection Insights
- 4 April 2026, Washington State Enacts First-of-Its-Kind Chatbot Disclosure Law
- 14 May 2024, New Legislation Would Establish the First US National Comprehensive Privacy Law
- 19 March 2024 , The Countdown to Complete Your Consumer Health Data Privacy Policy Under the Washington My Health My Data Act
- 19 January 2024, FTC Issues First Order Prohibiting Sale of Sensitive Location Data
- 2 January 2024, FTC Bans Rite Aid from Using AI Facial Recognition Without Reasonable Safeguards
- 26 October 2023, Gateway to Privacy: Privacy Regulations Are Built on Hope - A Deep Dive Into India's Digital Personal Data Protection Act
- 11 October 2023, California Proposes Cybersecurity Requirements for Businesses
- 12 July 2023, New EU-US Data Privacy Framework—Reliable Solution for Transatlantic Data Transfers or Gateway to Schrems III?
- 29 June 2023, Gateway to Privacy: China Data Transfers and What You Need to Know
- June 2023, Generative AI - Legal, Policy, and Ethical Considerations
- 18 May 2023, Gateway to Privacy: Have No Fear, the FTC is Here: Protecting Consumers and Regulating Privacy

- 2 May 2023, "My Health, My Data" Is First of Its Kind Privacy Law Focused on Protecting Consumer Health Data
- 3 April 2023, CCPA Regulations Approved
- 16 March 2023, Gateway to Privacy: Out of the Gate: An Overview of U.S. Privacy Laws
- 7 February 2023, CPRA and Beyond—2023 State Privacy Regulation Insight Series - Part II
- November 2022, CPRA and Beyond — 2023 State Privacy Regulation Insight Series
- March-October 2022, Transforming Health: Digital Health Legal Insight Series 2022, Parts I, II, and III: D2C Telehealth Services
- 6 September 2022, California Attorney General Announces First CCPA Settlement Against Sephora

OTHER PUBLICATIONS

- "What Tech Firms Should Know About California's Social Media Law," *Bloomberg Law*, 4 November 2022
- "Opinion: New Privacy Bill is Good for Everyone," *Puget Sound Business Journal,* 25 August 2022
- *Supreme Court Stifles Aereo But Tries to Keep the Cloud Away,* Socially Aware (2014)
- *Which Way is Aereo Pointing? The Supreme Court Hears Oral Arguments in Public Performance Copyright Case*, Socially Aware (2014)
- *A Statistical Analysis of Trade Secret Litigation in State Courts*, 46 Gonz. L. Rev. 57 (2011)(co-author)
- *A Statistical Analysis of Trade Secret Litigation in Federal Courts*, 45 Gonz. L. Rev. 291 (2010) (co-author)
- *Designing Around the Supreme Court? The Federal Circuit nods to the design patent test and keeps going*, Legal Times (Oct. 2008) (co-author)
- Comment:*First-to-File: Promoting the Goals of the United States Patent System Demonstrated Through the Biotechnology Industry* 41 U.S.F. L. Rev. 261 (2006)

NEWS & EVENTS

- 14 July 2026, K&L Gates Advises JVCKENWOOD Corporation on Acquisition of San Luis Aviation
- 20 March 2026, Emerging Tech for Social Good Summit
- 16 March 2026, K&L Gates Ranked Among World's Top 25 Law Firms in *Lexology 100: Data 2026*
- 29 October 2025, How to Mitigate Litigation Risk in AI, Hosted by Washington Technology Industry Association (WTIA)
- 6 May 2024, K&L Gates Again Ranked Among World's Best Data Law Firms by *Global Data Review*
- 7 February 2023, CPRA and Beyond — 2023 State Privacy Regulation Insight Series - Part II

- 19 May 2022, Data Transfers under the GDPR, Hosted by Amazon Legal University
- 20 September 2021, K&L Gates Continues Growth of Technology Transactions/Privacy Practice With Additions of Seattle Partner and Associate

AREAS OF FOCUS

- Technology Transactions and Sourcing
- Data Privacy Disputes and Risk Mitigation
- Data Protection, Privacy, and Security
- Mergers and Acquisitions

INDUSTRIES

- Digital Health
- Healthcare
- Life Sciences
- Technology
- Video Games and Immersive Technology

EMERGING ISSUES

- Artificial Intelligence (AI)

REPRESENTATIVE EXPERIENCE

- Represented Quantic Electronics, a semiconductor manufacturer, an Arxis Inc. (NASDAQ: ARXS) company, in an acquisition of MagCanica, a designer and manufacturer of noncontact, high-precision torque sensors that operate under extreme conditions.