

Perkins Coie Adds Adrienne Ehrhardt to Growing Technology Transactions & Privacy Practice

MADISON (May 3, 2021)—Perkins Coie is pleased to announce that Adrienne S. Ehrhardt has joined the firm's growing Technology Transactions & Privacy practice as a partner in the Madison office.

Adrienne counsels clients in a range of industries on legal matters involving privacy, data management, and cyber security issues. She provides compliance counseling on leading privacy laws including the Gramm-Leach-Bliley Act, the Fair Credit Reporting Act, the European Union's General Data Protection Regulation, and the California Privacy Rights Act.

"We continue to see a rapid evolution of global privacy regulation and enforcement throughout the world and growing demand from our clients for privacy and transactional counsel as they seek to successfully navigate this space," said Marcelo Halpern, co-chair of Perkins Coie's Technology Transactions & Privacy practice. "We're very excited to welcome an attorney of Adrienne's caliber and experience to our expanding practice and know that our clients will benefit significantly from Adrienne's counsel and background."

Adrienne also has in-house and law firm experience advising and supporting financial services companies. Her experience includes serving as the lead attorney in privacy and data protection at CUNA Mutual Group from 2012 – 2016 and as associate general counsel at national retail group, Land's End, from 2007 – 2012.

"Adding Adrienne will strengthen our privacy capabilities in the Midwest and beyond as demand for privacy and transactional work continues to grow," said Rodger Carreyn, the firm's Madison office managing partner. "We are excited that Adrienne is joining the Madison office and know that she will be a great fit for our team and firm."

Adrienne joins Perkins Coie from Michael Best & Friedrich LLP, where she was practice group chair for Privacy & Cybersecurity and industry group co-chair of Digital Technology. She earned her J.D. from Columbia University School of Law and her B.A. from Brown University. Adrienne is a member of the International Association of Privacy Professionals, as well as the National Asian Pacific American Bar Association. She began her legal career as a judicial law clerk at the U.S. District Court for the Northern District of Illinois.

The attorneys in Perkins Coie's Technology Transactions & Privacy practice represent leading businesses and emerging companies, hospitals and health systems, financial services firms, retailers, manufacturers, and other businesses in connection with transactions spanning virtually every segment of the technology industry. The team has extensive experience in traditional and leading-edge technologies, including internet and e-commerce, online and cloud services, computing hardware, mobile, telecommunications, blockchain, artificial intelligence and machine learning, software, privacy and data security, virtual reality and augmented reality, autonomous vehicles, cleantech, gaming, fintech, emerging payments, virtual currencies, social media, health information and medical technology, medical devices, biomedical engineering, wearable technology, and medical and personal biotechnology.

Perkins Coie is a leading global law firm, dedicated to helping the world's most innovative companies solve the legal and business challenges of tomorrow. Learn about our work and values [here](#).

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