

# PRESS RELEASE

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## Privacy and Technology Attorney L. Hannah Ji-Otto Joins Baker Donelson

August 17, 2022

**Baker Donelson has grown its Privacy and Technology practice with the addition of experienced privacy and data security attorney L. Hannah Ji-Otto, CIPP/US, CIPP/E, CIPP/C, CIPP/A, CIPM, FIP.**

Mrs. Ji-Otto, who joins as of counsel based out of the Firm's Nashville office, regularly advises domestic and international clients on all aspects of data security, privacy, and technology matters. She represents clients across all industries, including global manufacturers, health care organizations, online payment service providers, software providers, insurance companies, digital marketers, retailers, and global e-commerce platforms.

Mrs. Ji-Otto, who assists businesses with building their enterprise-wide privacy compliance programs from the ground up, has experience in developing and implementing corporate privacy and cybersecurity policies and procedures that address international and domestic regulatory guidelines. She also regularly advises her clients on preparing for and responding to data breach incidents, including clients in the highly regulated health care and financial industries. She assists clients in conducting internal forensic investigations, analyzing potential cyber liabilities, notifying potentially affected individuals pursuant to breach notification laws, and communicating with law enforcement agencies and federal and state regulators.

Mrs. Ji-Otto also represents clients in a wide range of complex technology transactional matters involving outsourcing, licensing, cloud computing, and data sharing, with a particular focus on new and transformational technologies or business models. She also has experience in assisting clients in the Metaverse on developing non-fungible token (NFT) trading and minting platforms, and with integrating blockchain technology into their products and procedures.

A member of the International Association of Privacy Professionals (IAPP), Mrs. Ji-Otto has earned IAPP's Certified Information Privacy Professional designations for the U.S. Private Sector (CIPP/US), Europe (CIPP/E), Canada (CIPP/C), Asia (CIPP/A), Certified Information Privacy Manager (CIPM). Additionally, she is recognized by IAPP as a Fellow of Information Privacy (FIP).