



Vivien F. Peaden, AIGP, CIPP/US, CIPP/E, CIPM, PLS

Shareholder

Atlanta | 678.406.8722 | vpeaden@bakerdonelson.com

As a technology and privacy attorney, Vivien Peaden brings in-house counsel experience with one of the world's largest management consulting firms to deliver business-oriented and practical advice on a wide range of technology transactions, data privacy, and cybersecurity issues that impact her client's bottom line.

Vivien Peaden partners with clients to address privacy and security challenges in the ever-changing data privacy landscape and deliver process-oriented solutions to navigate technology transactions. She regularly provides thought leadership on LinkedIn concerning emerging data privacy issues, such as EU-US cross-border data transfer, cybersecurity, GDPR and CCPA compliance, e-Privacy & cookie requirements, and ethics in artificial intelligence. Vivien is a Privacy Law Specialist (PLS)*, as designated by the International Association of Privacy Professionals (IAPP), where she is triple certified as a Certified Information Privacy Professional: United States (CIPP/US), Europe (CIPP/E), and Privacy Management (CIPM). Vivien is one of the first IAPP members that achieved the Artificial Intelligence Governance Professional (AIGP) designation in April 2024.

Privacy and Cybersecurity

Vivien counsels clients on a variety of data privacy and security issues under international and domestic laws, including the GDPR for both E.U. and U.K., the CCPA and CPRA of California, HIPAA, GLBA, the PIPEDA of Canada, the LGPD of Brazil, and the privacy and security laws of China. She helps clients minimize their risks by structuring, reviewing and updating data processing agreements, business associate agreements, terms of use, privacy policies, and enterprise-wide compliance guidelines concerning privacy and cybersecurity. Vivien also guides U.S.-based and global clients with negotiating data processing agreements and conducting cross-border data transfer impact assessments under the Schrems II decision and navigating compliance obligations for data breach and incident response.

Technology Transactions

Vivien handles all forms of technology-related and commercial contracts. She prepares, reviews and negotiates Master Services Agreements (MSAs), Software as a Service (SaaS) agreements, along with strategic partner and teaming agreements, software license agreements, and professional services agreements. She also advises on data privacy and security issues in connection with mergers and acquisitions.

Industry Experience

Prior to joining Baker Donelson, Vivien worked as an in-house legal counsel for The Boston Consulting Group (BCG), one of the world's largest management consulting firms, and regularly partnered with BCG case teams on technology transactions and privacy issues relating to board-level strategic advice. She also served as senior corporate counsel to a Healthtech company that delivered an employee benefits platform and facilitated its acquisition by Alight Solutions (NYSE: ALIT). Earlier in her career, Vivien advised IT consulting and software development companies in both in-house and private practice on contract negotiations, employment compliance, and global mobility strategies.

Vivien grew up and attended college in mainland China. She and her husband (who she met on the first day of law school) live in Dunwoody, Georgia, with their two children and three cats.



Representative Matters

- Represented a Fortune 100 client in its negotiations with an AI human resources vendor for the global rollout of an AI tool designed to align job candidates with available employment opportunities.
- Led MSA negotiation to close a \$20 million strategic procurement of an enterprise application and cloud platform with a market leading provider within five weeks.
- Represented HCM provider to build a data protection program in compliance with California and Massachusetts data protection laws.
- Advised a social media platform to address emerging issues under SMS/Telemarketing, children privacy, and other state privacy laws.



Professional Honors & Activities

- Member – International Association of Privacy Professionals (CIPP/US, CIPP/E, CIPM)
- Member – Association of Corporate Counsel, Georgia
- Member – Georgia Asian Pacific American Bar Association (GAPABA)
- Listed in *Best Lawyers: Ones to Watch® in America* for Technology Law (2024)



U.S. Consumer Data Privacy Law Guides

Vivien is the author of the Firm's [U.S. Consumer Data Privacy Law Guides](#), which provide high-level information on the key components of state privacy laws, including applicability thresholds, exemptions, business obligations, consumer rights, enforcement, and penalties. These state-level guides will be reviewed and updated regularly.

Note: These are highlighted overviews of state privacy laws. Please [contact Vivien](#) if you need a complete review of a state's privacy law or a multi-state privacy compliance cheat sheet on specific topics.



Publications

- "Digital Marketing Meets DOJ Oversight: What Businesses with Digital Campaigns Should Do to Manage AdTech Risks" (June 2025)
- "DOJ Final Rule Casts Wider Net: Common Business Data May Now Trigger National Security Scrutiny," republished in *Infosecurity Magazine* (June 2025)
- "DOJ Final Rule Targets Cross-Border Data Transfers: Key Implications for U.S. and Foreign-Owned Companies Operating in the U.S." (April 2025)
- "Top Five AI Procurement Questions General Counsel for Manufacturers Should Consider" (March 2025)
- "EU AI Act Tightens Grip on High-Risk AI Systems: Five Critical Questions for U.S. Companies," republished in *CPO Magazine* (August 2024)
- "Rocky Mountain High on AI: Colorado Emerged as the First Mover on State AI Law," republished June 4, 2024, in *Corporate Compliance Insights* (May 2024)
- "EU AI Regulation Ripples Through Tech Value Chains, US Business," *Bloomberg Law* (March 2024)
- "Who's Who under the EU AI Act: Spotlight on Key Actors" (March 2024)
- "To Boldly Go Places: EU's AI Act is Set to Become the Real Deal," republished in *AI Business* (December 2023)
- "ChatGPT in the Crosshairs: How the EU's AI Act May Affect Your Use of Generative AI," republished August 10, 2023, in *Law360* (July 2023)
- "Taking the Lead: Yes, Another Reminder About Data Privacy and Security Issues," *Law Practice Magazine* (May/June 2023)
- "A Baker's Dozen: Top Questions In-House Legal Counsel Should Consider Asking to Better Understand AI including ChatGPT" (April 2023)

- "AI at Work: Employers Must Balance the Power and Peril of Big Data in 2023" (February 2023)
- "Privacy Reset in 2023: Effective January 1: What Employers Need to Know About Additional Rights in the California Privacy Rights Act," republished January 10, 2023, in the *Los Angeles Daily Journal* (January 2023)
- "Tennessee's DAO Statute: A Trendsetter For Blockchain-Based Corporate Governance," republished September 9, 2022, in the *Nashville Business Journal* (May 2022)
- "Offshore Software Developers Risks and Advantages," *App Developer Magazine* (October 2021)
- "New Compliance Obligations for Cross-Border Data Transfers," republished in *Global Trade Magazine* (September 2021)
- Member Spotlight, Association of Corporate Counsel, Georgia chapter (June 2021)
- "To Transfer or Not to Transfer: What's Our 2021 Roadmap in the Post-Schrems II Era," LinkedIn (January 2021)



Speaking Engagements

- "The Legal Innovation Forum's AI Workshop" (March 2025)
- "Data Security Compliance and Risks: A Business Attorney's Guide," National Business Institute (February 2023)
- Panelist – "Crypto Law- Hot Topics, a Virtual Fireside Chat About Cryptocurrency," South Asian Bar Association of Georgia (October 2021)
- "Finding Professional Opportunities for International Law Students," Emory University School of Law (2017 – 2018)



Webinars

- Cross Border Data Flows for Business Growth in China: Frontline Updates (May 2023)



Education

- Vanderbilt University School of Law, J.D.
- Shanghai International Studies University, LLB (minor in English Literature)



Admissions

- Georgia, 2007

*The PLS is one of 15 legal specialties accredited by the American Bar Association. The PLS designation certifies that a lawyer has met rigorous experience and knowledge requirements to be considered a specialist in the area of Privacy Law. The IAPP is not or affiliated with any governmental or state bar authority.