

PRESS RELEASE

Baker Donelson Continues to Expand Its Technology & Privacy Practice with Addition of Vivien F. Peaden in Atlanta Office

August 04, 2021

Technology and privacy attorney Vivien F. Peaden has joined Baker Donelson as of counsel in the Firm's Atlanta office, marking the latest addition to the Firm's growing data privacy and technology practices.

Ms. Peaden partners with clients to address privacy and cybersecurity challenges 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 transfers, cybersecurity, California Consumer Privacy Act (CCPA) compliance, e-Privacy and cookie requirements, and ethics in artificial intelligence. She is a Certified Information Privacy Professional specialized in U.S. Private Sector (CIPP/US), Europe (CIPP/E), and Information Privacy Management (CIPM).

Prior to joining Baker Donelson, Ms. Peaden 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 health tech company and facilitated its acquisition by Alight Solutions. Earlier in her career, Ms. Peaden advised IT consulting and software development companies in both in-house and private practice on contract negotiations, employment compliance, and global mobility strategies.

Ms. Peaden is the second attorney to join Baker Donelson's data privacy team in the last month.

"Baker Donelson continues to build on the capabilities of our technology and privacy practices in order to meet the needs of our clients as they face increasing challenges that have a direct impact on their bottom lines," said [Gary A. Barnes](#), managing shareholder of the Firm's Atlanta office. "With her unique and extensive in-house experience, Vivien provides clients with practical, business-oriented advice on a wide range of technology transactions, data privacy, and cybersecurity issues. Her addition is a strong complement to our existing services in information management, privacy and data security, and data breach and incident response."

A graduate of Vanderbilt University School of Law and Shanghai International Studies University, Ms. Peaden is a member of International Association of Privacy Professionals, the Association of Corporate Counsel, Georgia, and the Georgia Asian Pacific American Bar Association.