

PRESS RELEASE

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

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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.

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.