

EU-U.S. DPF, UK Extension to the EU-U.S. DPF, and Swiss-U.S. DPF Arbitrator

Peter J. Guffin
Pierce Atwood LLP

Current Employer-Title	Pierce Atwood LLP - Of Counsel and Co-Chair of Privacy and Data Security Practice
Profession	Attorney focusing on information privacy and cybersecurity law issues..
Work History	<p>Of Counsel, Pierce Atwood LLP, 2023 – Present; Partner, Pierce Atwood LLP, 2000 – 2022; Intellectual Property and Technology Counsel, Unum Group, 1986 – 2000; Associate, Stryker, Tams & Dill, 1983 – 1986; Associate, Chadbourne & Parke LLP, 1981 – 1983.</p> <p>Professor of Practice, University of Maine School of Law, 2016 – Present; Adjunct Professor, University of Maine School of Law, 2006 – 2016.</p>
Experience & Expertise in U.S. Privacy Law and EU Data Protection Law and, As Appropriate, Any Other European Data Protection Law	<p>Peter assists clients in identifying, evaluating, and managing risks associated with privacy and cybersecurity issues. He regularly advises clients on U.S. privacy, information security, and data breach notification laws. Peter is well-versed on EU data protection law and data transfer issues. He has assisted clients in complying with the GDPR, including conducting data protection impact assessments, and he has provided advice on establishing and implementing global information privacy programs. In addition, he guides clients on risks and potential liabilities associated with inadequate privacy and data security practices in corporate transactions.</p> <p>Peter has represented clients before federal and state regulatory agencies in investigations and enforcement actions involving privacy practices and data security incidents. He also advises clients regarding anticipated and pending litigation involving invasion of privacy claims.</p>
Experience & Training in Alternative Dispute Resolution	As a former litigator, Peter has had significant experience resolving litigation matters through alternative dispute mechanisms.
Professional Licenses	Admitted to the Bar: Maine and Massachusetts; Certified Information Privacy Professional (CIPP/US, CIPP/E), International Association of Privacy Professionals.

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As described respectively in Annex I of the EU-U.S. Data Privacy Framework (“EU-U.S. DPF”) Principles, the Letter from the U.S. Department of Commerce’s International Trade Administration (“ITA”) regarding the UK Extension to the EU-U.S. DPF, and Annex I of the Swiss-U.S. Data Privacy Framework (“Swiss-U.S. DPF”) Principles, an EU/EEA, UK (or Gibraltar), or Swiss individual has the option to invoke binding arbitration to determine whether a participating organization has violated its obligations under the DPF Principles as to that individual and whether any such violation remains fully or partially unremedied (“residual claims”).

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All information contained in this resume has been provided directly by the arbitrator in connection with potential selection for arbitrations brought pursuant to Annex I of the DPF Principles. Unless specified otherwise in their biographical information, arbitrators on the ICDR-AAA® EU-U.S. Data Privacy Framework Arbitrators roster or the ICDR-AAA® Swiss-U.S. Data Privacy Framework Arbitrators roster are not members of any other ICDR-AAA® roster of arbitrators.

Professional Associations	International Association of Privacy Professionals; Maine State Bar Association; Boston Bar Association; Amicus Review Team, Conference of Chief Justices.
Education	University of Pennsylvania Law School, J.D.; Rutgers College, B.A. (magna cum laude, Phi Beta Kappa, Henry Rutgers Scholar in Economics).
Languages	English
Publications, Speeches & Testimony	<ul style="list-style-type: none"> • Co-author, chapter titled “The Electronic Communications Privacy Act” in “Data Security and Privacy in Massachusetts, book published by MCLE Press (now in its 3rd edition) • Co-author, As Massachusetts Punts on Privacy Law, Companies Can't be Complacent , Law360 (October 2022) • Co-author, Massachusetts Data Privacy Bill Would Increase Litigation Risks, Law 360 (November 2021) • Co-author, Maine Guidance Note on Health and Pharmaceutical Sectors, OneTrust DataGuidance (May 2021) • Co-author, Maine: Internet Privacy Law Advances Consumer Privacy Protection and Fills a Federal-level Regulatory Void, OneTrust DataGuidance (July 2020) • Author, Digital Court Records Access, Social Justice, and Judicial Balancing: What Judge Coffin Can Teach Us, Maine Law Review (May 2020) • Co-author, Massachusetts Data Privacy Bill Poses Potential Class Action Risks - Law360 (May 2019) • Co-author, Maine's New Internet Privacy Law in Brief, Maine Lawyers Review (July 11, 2019) • Author, Why Study Privacy Law?, Maine Bar Journal (Volume 33, Winter/Spring 2018) • Speaker, “Cybersecurity – Lawyer Obligations in the Aftermath of a Data Breach,” presentation at Maine State Bar Association Summer Bar Conference (June 2023) • Speaker, “Emerging Jurisprudence in First Amendment Challenge to Electronic Court Records Access Rules,” presentation at annual meeting of Conference of Chief Justices and Conference of State Court Administrators in Chicago (July 2022)

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- Speaker, "Artificial Intelligence Technologies and Data Protection," AI webinar at University of Maine (May 2020)
- Moderator and Panelist, "Information Security Program Basics," CLE presentation at Practising Law Institute's Fundamentals of Privacy Law program (annually 2018-present)
- Speaker, "The EU General Data Protection Regulation: What Researchers Need to Know," presentation at Research Integrity Symposium (May 2018)
- Speaker, "The NAIC Insurance Data Security Model Law: What Insurers Need to Know," presentation at education session of Members Participation Council meeting of the National Organization of Life and Health Guaranty Associations (April 2018)

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