

EU-U.S. and Swiss-U.S. Privacy Shield Arbitrator

Chris Jay Hoofnagle
University of California, Berkeley

Current Employer-Title	University of California, Berkeley – Adjunct Professor of Information and of Law
Profession	Teaches about the regulation of technology, with a focus on consumer privacy, computer crime, and cybersecurity.
Work History	Adjunct Professor, University of California, Berkeley, 2006 – Present; Gunderson Dettmer LLP, 2015 – Present; Attorney, Electronic Privacy Information Center, 2000–2006.
Experience & Expertise in U.S. Privacy Law and EU Data Protection Law	I am deeply steeped in the history, motivations, development, and substance of US privacy law, having taught in the field full time for a decade. My teaching incorporates programming and forensics, and among my many publications are novel investigations into internet tracking. For the past two years, I have represented scores of companies—all in the emerging technology field—as of counsel to Gunderson Dettmer LLP. I have had client experience practicing with the Fair Credit Reporting Act, the Gramm-Leach-Bliley Act, CAN-SPAM, TCPA, VPPA, COPPA, and FTC’s §5 authorities. I often serve on the program committee of European privacy conferences, and I have hosted academic conferences in Europe.
Professional Licenses	Admitted to the Bar: Maryland, 2000 (inactive); District of Columbia, 2001; California, 2005.
Professional Associations	Member, American Law Institute
Education	University of Georgia, JD; University of Georgia, BA.
Languages	English
Publications, Speeches & Testimony	What We Buy When We “Buy Now,” 165 Univ. Penn. L. Rev. 315 (2017)(with Aaron Perzanowski).Federal Trade Commission Privacy Law and Policy (2016 Cambridge University Press); Web Privacy Census, Technology Science (2015) (with Ibrahim Altaweel and Nathaniel Good); Alan Westin’s Privacy Homo Economicus, 49 Wake Forest L. Rev. 261 (2014)(with Prof. Jennifer Urban); Free: Accounting for the Costs of the Internet’s Most Popular Price, 61 UCLA L. R. 606 (2014)(with Prof. Jan Whittington); How the Fair Credit Reporting Act Regulates Big Data, Future of Privacy Forum Workshop on Big Data and Privacy: Making Ends Meet (2013); Behavioral Advertising: The Offer You Cannot Refuse, 6 Harvard L. & Policy R. 273 (2012)(with Ashkan Soltani & Nathaniel Good).

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Note that the Arbitration Panel for EU-U.S. Privacy Shield Arbitrations was established by the EU and the U.S. Department of Commerce as specified in Annex I, section F. of the Privacy Shield Framework. Accordingly, unless specified otherwise in their biographical information, arbitrators on the list of Privacy Shield arbitrators are not members of the AAA-ICDR’s roster of arbitrators. All information contained in this resume has been provided directly by the arbitrator in connection with their potential selection for Privacy Shield arbitrations.