

PRESS RELEASE

Baker Donelson Adds Renowned Biometric Privacy Thought Leader David J. Oberly in D.C.

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David J. Oberly, a national thought leader on biometrics, has joined the law firm of Baker Donelson as of counsel in the Firm's Washington, D.C., office and as a member of the Data Protection, Privacy, and Cybersecurity Team.

Mr. Oberly concentrates his practice on serving as go-to counsel for data-driven companies that utilize biometrics, artificial intelligence (AI), and other emerging technologies in their commercial operations. He also serves as a trusted advisor to companies across all industries on a broad range of privacy and security compliance and risk management issues.

Mr. Oberly's focus on biometric privacy includes helping organizations navigate the complex biometrics legal and regulatory landscape, developing tailored, enterprise-wide biometric privacy compliance programs, and litigating biometric privacy class action disputes. In addition to his significant experience counseling organizations on related compliance obligations, risk management, and liability exposure mitigation, Mr. Oberly is the author of *Biometric Data Privacy Compliance & Best Practices*, a comprehensive treatise on biometric privacy law.

Mr. Oberly's practice also encompasses counseling clients regarding AI and machine learning (ML), assisting in the development of legal compliance and risk management strategies and programs.

"David has established himself as one of the country's foremost authorities on biometric privacy, which is an increasingly complicated area of law," said Alisa L. Chestler, chair of Baker Donelson's Data Protection, Privacy, and Cybersecurity Team. "Our clients are facing the challenge of effectively implementing next-generation solutions, such as biometrics and AI, while avoiding potential legal and regulatory challenges. With his sophisticated understanding of the technology behind these systems, David will be an invaluable resource to our clients as they build compliant, digitally focused products, services, and businesses."

In his data privacy and security work, Mr. Oberly provides counsel on laws that impact privacy and security around the globe and assists companies in proactively managing risk through the design, development, and implementation of enterprise-wide privacy and information security compliance programs.

A member of the American Bar Association, Mr. Oberly serves as vice chair of the ABA's TIPS Cybersecurity & Data Privacy Committee and the TIPS Technology & New Media Committee. He also chairs the Cincinnati Bar Association's Cybersecurity & Data Privacy Practice Group, which he founded. He is recognized in *Best Lawyers: Ones to Watch in America*[™] for Technology Law and has been selected by Super Lawyers to the Ohio Rising Stars list since 2017. Mr. Oberly is a graduate of the Indiana University Maurer School of Law, and he received his undergraduate degree from the University of Cincinnati.