

# ARMSTRONG TEASDALE LAUNCHES REBRANDED DATA INNOVATION, SECURITY AND PRIVACY PRACTICE

Armstrong Teasdale announces that it has rebranded the former Privacy and Data Security practice – which was among the first established in the Midwest – to Data Innovation, Security and Privacy. This change reflects a seismic shift in the industry, including a focus on the nascent and rapidly evolving field of data innovation/Web3. We also counsel clients on innovative technologies and uses for data, such as nonfungible tokens (NFTs), decentralized finance (DeFi), decentralized autonomous organizations (DAOs) and cryptocurrency. While clients have long relied on Armstrong Teasdale for privacy advice, data governance and breach response, the new positioning is indicative of the broader scope of matters in which the firm has advised clients for years.

Partner Jeffrey Schultz has long served as leader of the practice and will continue in this capacity under the new name. In this role, reflective of his deep experience, Schultz leads an expansive team of lawyers and professionals across disciplines who regularly advise clients the proper protection and use of data. The cross-disciplinary team includes a Certified Ethical Hacker (C|EH), a Certified Information Systems Security Professional (CISSP), a Fellow of Information Privacy (FIP), Certified Information Privacy Professionals (CIPP/US, CIPP/C and CIPP/E) and a former Fortune 20 Chief Privacy Officer.

“Clients around the world have long trusted us, given our holistic approach to data-driven services, and now our practice name reflects that,” said Schultz. “The past several years have introduced a steady influx of regulation in this area, and our team skillfully balances the need to keep up with rapid advancements with risk mitigation.”

Schultz is an experienced business litigator and trial lawyer who has extensive knowledge about the field of data innovation, security and privacy. He also serves as co-chair of the firm’s Noncompete and Trade Secrets practice area, given the natural overlap that exists in relation to data transfer. Further, Schultz is a Certified Information Privacy Professional (CIPP/US) through the International Association of Privacy Professionals and formerly served as chair of The Missouri Bar’s Technology and Computer Law Committee. He has also been recognized by Benchmark Litigation as a Local Litigation Star in

## PEOPLE

Jeffrey Schultz, CIPP/US

## SERVICES AND INDUSTRIES

Data Innovation, Security and Privacy



Commercial Litigation, Data Privacy and ICT and Software since 2020.

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