



## CASEY E. WAUGHN

### ASSOCIATE

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Casey Waughn helps clients navigate and comply with complex regulatory regimes, particularly in the data privacy, cybersecurity and white-collar spaces. She assists organizations of all sizes with responding to risk and developing compliance strategies that fit their needs.

As a data privacy practitioner, Casey counsels clients to develop, implement and maintain practical privacy and data protection strategies to fit their organization's needs. She is knowledgeable in a variety of global data privacy regulations and strategies, including the EU and U.K.'s General Data Protection Regulation (GDPR), California's privacy regime (the CCPA/CPRA), FERPA, COPPA, state data breach notification statutes, cross-border data transfers, vendor management, state and federal consumer protection law, the Fair Credit Reporting Act (FCRA), CAN-SPAM and other regulations relating to information use and disclosure. Casey uses this knowledge when drafting privacy policies and procedures, assisting clients through data breaches or incidents, guiding clients through regulatory inquiries and reviewing contracts, among other things.

Casey is familiar with the ever-changing nature of the global data privacy landscape. She is a Certified Information Privacy Professional for the United States (CIPP/US) and frequently speaks on and publishes articles about data privacy topics. She is an active member of the privacy bar and serves as the co-chair of the St. Louis chapter of the International Association of Privacy Professionals (IAPP).

As a litigator, Casey has experience representing clients in disputes, particularly in white-collar, financial services and technology matters. She regularly represents clients facing criminal prosecution, civil regulatory inquiries and civil complaints in state and federal courts throughout the country. She has also assisted clients in responding to regulatory inquiries and requests from various regulators, including requests from state attorneys general, the Department of Health and Human Services, the Securities and Exchange Commission, and the Department of Justice. Casey is an experienced trial attorney and has served as lead or secondary counsel on nearly a dozen cases that have been tried to verdict.

### BACKGROUND

Prior to joining the firm, Casey was a policy fellow at the Future of Privacy Forum, a policy think tank dedicated to privacy issues. Before that, she spent a year with the Circuit Attorney's Office of the City of St. Louis, and six months as an extern in the

### SERVICES AND INDUSTRIES

Data Innovation, Security and Privacy  
White-Collar Criminal Defense and Government Investigations  
Internal Investigations and Regulatory Compliance  
Litigation  
Securities Regulation and Litigation  
Technology  
Higher Education  
State Attorneys General

### ADMISSIONS

Missouri  
Illinois  
U.S. District Court, Eastern District of Missouri  
U.S. District Court, Southern District of Illinois

Division of Enforcement at the U.S. Commodity Futures Trading Commission. Casey also clerked at the U.S. Attorney's Office for the Southern District of Illinois during law school. Casey began her career in the financial services industry, where she worked in marketing and compliance.

## EDUCATION

- Washington University School of Law (J.D., *cum laude*, 2020)
  - Certificate in Public Interest Law
  - CALI Excellence for the Future Award – Digital Civil Liberties
  - Honor Scholar Award
  - Dean's Service Award
  - Washington University Journal of Law and Policy (Executive Articles Editor)
  - Technology and Privacy Society (President)
- Saint Louis University (B.A., *magna cum laude*, 2017)
  - Communication, Journalism and Media Studies
  - James D. Collins Award
  - Alpha Sigma Nu Honor Society

## PROFESSIONAL ACTIVITIES

- Women's White Collar Criminal Defense Association
- Women in Security + Privacy
- Women Lawyers' Association of St. Louis
- Bar Association of Metropolitan St. Louis
- International Association of Privacy Professionals (Co-chair, St. Louis Chapter)
- Missouri Bar Leadership Academy (2021-2022)

## EXPERIENCE

### **Advised Menswear Retailer in SMS Program Launch, Compliance**

Advised a major American menswear retailer in launch a transactional SMS program allowing them to communicate via text message with customers who have opted-in. Armstrong Teasdale navigated a strict regulatory environment by identifying regulatory requirements for SMS programs, evaluating internal business processes to streamline compliance, and drafting the requisite consent language. The program required significant cross-collaboration to meet the expected deadlines.