

Brandy L. Worden

Partner

Intellectual Property

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Brandy Worden, FIP, AIGP, CIPP/US, CIPP/E, leads Katten's global privacy, AI and technology initiatives. She dedicates her practice to developing creative and business-minded solutions for privacy, technology and artificial intelligence (AI) counseling, litigation and regulatory investigations. With a proven track record of building and implementing comprehensive global privacy, technology and AI strategies, Brandy helps her clients align their business goals with regulatory requirements.

Solutions-oriented advisor across the privacy, technology and AI landscape

Clients turn to Brandy for the breadth of her experience across the full spectrum of data-driven and technology matters. She has advised on a wide range of federal, state and international laws covering privacy, international data transfers, biometrics, online platforms, marketing, healthcare, youth privacy, educational privacy, content moderation, financial privacy, and unfair and deceptive business practices, along with the broader regulation of personal data and technology. She has also helped clients develop compliance programs spanning a wide array of technologies, including AI, agentic AI, blockchain, cloud storage services, virtual reality (VR), social media, web crawling, biotechnology, biometrics, medical devices, financial technology (fintech), encryption, advertising technology (adtech) and chatbots.

Bridging privacy and intellectual property for technology-driven clients

Drawing on a distinctive combination of law firm and in-house experience, including leading a global privacy team at Meta, Brandy brings a practical perspective to privacy, technology and AI matters. She also has significant disputes and regulatory experience, including inquiries, investigations and litigation before state attorneys general, the Federal Trade Commission (FTC) and global data protection authorities. She is skilled in cyber-incident preparedness and response, including developing incident response plans, conducting tabletop exercises and serving as a breach coach. Brandy has also successfully resolved class action matters

Practices

- Privacy, Data and Cybersecurity
- Artificial Intelligence
- Advertising and Brand Litigation
- Biometric Litigation
- Corporate Governance
- Consumer Finance Litigation and Regulatory Compliance
- Cryptoassets and Blockchain Technology
- Employment Litigation and Counseling
- Healthcare
- Health Information Privacy and Security
- Healthcare Regulatory and Compliance
- Healthcare Transactions
- International
- Mergers and Acquisitions
- Class Action Litigation
- Litigation
- Commercial Litigation

Industries

- Technology
- Fashion, Retail, Luxury and Beauty
- Education
- Insurance and Risk Management
- Hospitality
- Entertainment and Media
- Entertainment and Media Transactions
- Finance and Financial Markets

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on behalf of her clients. In addition, Brandy regularly advises clients where privacy, technology and intellectual property (IP) issues converge, coordinating IP-related workstreams arising from global product, AI and platform matters.

Brandy's privacy and AI governance credentials include Fellow of Information Privacy (FIP), Artificial Intelligence Governance Professional (AIGP), Certified Information Privacy Professional/United States (CIPP/US) and Certified Information Privacy Professional/Europe (CIPP/E) designations from the International Association of Privacy Professionals (IAPP), as well as a Harvard Cybersecurity Risk Management Certification. A frequent thought leader and speaker, Brandy has published multiple articles on privacy and AI, and has been featured in *Bloomberg* and the *Financial Times*. Earlier in her career, she clerked for the FTC and the US Attorney's Office, Civil Division, giving her firsthand insight into how regulators approach the issues her clients face.

Representative Experience

- Counseled numerous clients, including global technology companies, on developing compliant programs for numerous technologies, including but not limited to AI, agentic AI, blockchain, cloud storage services, VR, social media, webcrawling, biotechnology, biometrics, medical devices, encryption, adtech and chatbots.*
- Counseled numerous clients, including global technology companies, on global privacy and technology laws, legal obligations and frameworks, including but not limited to: Scraping, automated-decision making, AI and platform regulations (EU AI Act, EU DSA, UK OSA, the Computer Fraud and Abuse Act; US content moderation, deep fake, chat bots and online safety, etc. requirements, etc.), biometrics laws (BIPA, CUBI, WA biometric privacy law, etc.); all existing state comprehensive privacy and related laws (CCPA, CPRA, CPA, UCPA, CTDPA, VCDPA, CA Data Broker Law, NV Privacy Law; etc.); the various global comprehensive privacy laws (GDPR, UK GDPR and Brexit, Canada's PIPEDA, Brazil's LGPD, Japan's APPI, South Korea's PIPA, South Africa's POPIA, Switzerland Federal Act on Data Protection, etc.); marketing laws (TCPA, CAN SPAM, e-Privacy Directive, and US and EEA member state marketing laws); healthcare laws (HIPAA, state medical privacy laws, consumer health laws, etc); children and educational privacy laws (COPPA, FERPA, etc.); unfair and deceptive business practice laws (FTC Act, state laws, etc.); global data transfer obligations (Schrems II, EU-US Data Privacy Framework, Privacy Shield); financial privacy (GLBA,

Education

- JD, University of California College of the Law, San Francisco
- BA, University of California, San Diego

Bar Admissions

- California

NYDFS, FCRA, etc.); CA Shine the Light; Global data localization laws; Global encryption regulations.*

- Provided strategic product, marketing and commercial counseling for numerous companies, including global technology companies.*
- Counseled numerous companies, including global technology companies, on developing creative, pragmatic and scalable global privacy programs.*
- Counseled numerous companies, including global technology companies, on international data transfers and data localization.*
- Successfully resolved numerous FTC, AG, and Global DPA privacy, cybersecurity, and marketing inquiries quickly without further action or penalties to clients.*
- Supported proactive regulatory engagement on privacy issues, defense of various companies in regulatory investigations and development and maintenance of consent order compliance programs.*
- Serviced clients in numerous industries, including but not limited to, global technology companies, social media, retailers, cosmetics, publishers, AI, biometrics technologies, blockchain, cloud services, VR, hospitality, fintech, biotech, medical device, insurance, legal, payroll, hair salons, children's educational, healthcare, mortgage, chatbots, and fintech.*
- Litigated matters including invasion of privacy, wiretap, CCPA, unfair and deceptive business practice, negligent online referrals, Schrems litigation, GDPR and cyberattacks.*

*Experience prior to Katten

Recognitions

Recognized or listed in the following:

- *Lawdragon 500*
  - *Next Generation*
- *Super Lawyers*
  - Rising Star for Technology Transactions, 2022
- International Association of Privacy Professionals
  - Fellow of Information Privacy

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News

- Katten Strengthens Privacy, Technology and AI Capabilities with Addition of Ex-Meta Counsel Brandy Worden (September 8, 2026)

Publications

- Data Privacy and AI Regulatory *Quick Clicks* | Issue 35 (October 2026)
- California Partially Eliminates California Invasion of Privacy Act Claims Faced By Many Companies (October 7, 2026)