

Vita E. Zeltser

Counsel

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Services

Business & Finance
Contracts & Commercial
Agreements
Cybersecurity, Privacy & Data
Governance
Information Technology
Outsourcing
Technology Transactions

Industries

Financial Services
Media & Entertainment
Retail & Consumer Goods
Technology

Vita Zeltser focuses her practice on data privacy and security, data breach response, e-commerce, information technology, and electronic payment transactions.

Prior to joining the firm, Vita was an associate and then senior counsel in the Atlanta office of an international law firm where she was a member of its corporate practice, focusing on privacy, information security, e-commerce, payments, mergers and acquisitions, and general corporate matters. While attending law school, Vita was Articles Editor of the *Georgia Journal of Intellectual Property Law*, a recipient of the ABA Award for Excellence in Employment Law, and a Legal Research and Writing teaching assistant.

Vita is fluent in Russian.

Experience

Special focus on the insurance industry with respect to privacy and security compliance, e-commerce, and payments.

Advising clients with respect to a broad range of privacy and security issues, and developing strategies for compliance with existing and emerging privacy regimes, including the CCPA, GDPR, GLBA, state-specific pre-breach security requirements, BIPA and other biometric privacy laws.

Advising clients on a broad range of e-commerce issues, including preparing website privacy policies and terms

of use.

Advising clients with regard to e-payments issues, including compliance with the NACHA Rules, Reg E, PCI DSS and payment card rules.

Preparing and negotiating a wide variety of commercial contracts.

Serving as the privacy subject matter expert on M&A transactions.

Counseling companies affected by data security breaches on complying with U.S. state law and regulatory breach notification requirements and managing the data breach response process.

Education

University of Georgia School of Law, J.D. (2004) *magna cum laude*

Emory University, B.A., Philosophy, Minor in Russian (2001) *magna cum laude*

Admissions

Georgia (2004)

Insights

[Webinars](#)

Biometric Privacy Law in the US: Managing Compliance and Preventing Litigation
September 3, 2019

[Alerts](#)

Keep Your Eye on Biometrics: Illinois High Court Waves Six Flags at Spokeo
February 12, 2019

[News Releases](#)

Kilpatrick Townsend Expands Global Sourcing & Technology Team in Atlanta
October 23, 2017

[Publications](#)

A US Payment Rules Primer for the Compliance Minded Merchant
April 6, 2017