

## 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. (2001) Philosophy, Minor in Russian, *magna cum laude*

## Admissions

Georgia (2004)

## Insights

### Publications

What To Do When Your Contractual Counterparty Gets Mired in a Public Scandal  
September 15, 2021

### Perspectives

Video | Colorado's New Comprehensive Privacy Law  
July 21, 2021

### Alerts

Colorado's New Comprehensive Privacy Law: a Downhill Effort for the For-Profit Sector. But, Non-Profits, Welcome to the Slopes!  
July 9, 2021

### Alerts

Better Than Santa Clauses? New and Improved Standard Contractual Clauses (SCCs)! And a form DPA!  
June 9, 2021

### Alerts

New Class Action Trend: Website Session Replay Tools Alleged to Violate All-Party Consent Recording Requirements

April 2, 2021

#### [Alerts](#)

Virginia Can No Longer Say Whom It's For Without Consent, Thanks to Its New Comprehensive Consumer Privacy Law

March 4, 2021

#### [Alerts](#)

California Attorney General Finalizes CCPA Regulations as the Law's Enforcement Date Nears

June 5, 2020

#### [Alerts](#)

Electronic Signatures and Electronic Delivery of Documents as a Social Distancing Business Continuity Strategy

March 23, 2020

#### [Perspectives](#)

5 Key Takeaways | RCG Webinar Series: Biometric Privacy Law in the U.S.: Compliance Strategies and Litigation Trends

February 12, 2020

#### [Perspectives](#)

Video | Biometrics: Identifying and Mitigating Legal Risks

November 26, 2019

#### [Perspectives](#)

5 Key Takeaways | Biometrics: Identifying and Mitigating Legal Risks

October 30, 2019

#### [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