

Jenifer McIntosh, Prodigy, In-House Counsel Attorney

Jenifer McIntosh is a data privacy and security attorney with a background in IP litigation and development. After working in New York City as a patent and trademark litigator, Jenifer turned her attention to data privacy after her family's personal information was stolen in 2011. Since then, and the onset of GDPR, her practice has evolved from not just privacy concerns, but also the effective development and implementation of internal security and privacy programs.

She has overseen and led the development of privacy compliance re: GDPR, PECR, CPRA, COPPA, FERPA, HIPAA, CAN-SPAM, PIPEDA, LGPD, APPI, PCI, 23 NYCRR 500 & others, all the while coordinating with internal stakeholders with the implementation of ISO, NIST & other security initiatives. Such work includes the creation of supporting contract management processes, counsel for SaaS, DPA, MSA, SLA, etc. agreements, and advising board, c-level, ops, security, HR, product teams & others on privacy & security by design, data breach, business continuity, AI, cybersecurity, biometrics, ad & mar-tech issues, among others. Jenifer is licensed in NY, TX, CO, has her CIPP/US, ravenously consumes information on data privacy and security issues, and has two awesome data geeks she's raising at home, along with a six-month old puppy and one really obnoxious cat.