Amy C. Purcell

Associate

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Fox Rothschild LLP
ATTORNEYS AT LAW

Amy's practice includes all aspects of commercial and business-related litigation. She represents clients in state and federal courts, as well as in arbitration forums, on matters that encompass:

- contractual disputes
- electronic data security/privacy rights
- alternative dispute resolution
- misappropriation of trade secrets
- unfair competition
- false advertising
- merchant processing and electronic payments

Amy routinely represents clients in privacy and data security matters on a national level. She plays an active role on a team of Fox attorneys who handle data security investigations, as well as claims and lawsuits alleging violations of privacy. In her role, Amy assists clients in taking the necessary steps to protect themselves against data breaches, providing counsel concerning company-wide policies and programs to ensure compliance with state and federal laws, and advising clients on how to respond to data security breaches.

Before Fox Rothschild

A former summer associate at the firm, Amy was a judicial extern to the Hon. John Kelleher, Cortland County, NY. In 2003, she interned at a law firm in Chambersburg, PA, concentrating on municipal law, zoning, and land use.

In law school, Amy participated in the Cornell Legal Aid Clinic, with a focus on government benefits.

Beyond Fox Rothschild

Speaking Engagements
Amy presents nationally regarding data security breaches issues.

Client Resources

Amy is an author of the firm's Privacy Compliance & Data Security Blog (http://dataprivacy.foxrothschild.com/). This blog helps readers navigate through the policies and best practices of data breach response and covers topics such as compliance with data protection laws and regulatory enforcement and litigation as well.

Honors and Awards

• Included in a list of "Pennsylvania Rising Stars" by *Philadelphia Magazine and Law & Politics Magazine* (2010, 2011, 2012)

News

Featured : "*FTC Gives HTC a Good Shaking Over Bungled Security* ," Commerce Times (February 25, 2013)

Quoted : "*Web Firm Settles Claims Over 'Surreptitious' Internet Tracking* ," Thomson Reuters Blog (December 17, 2012)

Practice Areas

- Litigation
- Media, Defamation & Privacy Law
- Securities Industry

Bar Admissions

- Pennsylvania
- New Jersey

Education

- J.D., Cornell University
- B.A., Susquehanna University

Court Admissions

- U.S. Court of Appeals, Third Circuit
- U.S. District Court, Eastern District of Pennsylvania
- U.S. District Court, District of New Jersey

Memberships

- American Bar Association
- Pennsylvania Bar Association
- Philadelphia Bar Association

Publications

Contributor: "*Data Security and Privacy Law*,"
Data Security and Privacy Law, 2011 ed. (West/Thomson Reuters) (2011)

Co-author: "*Data Security - Litigation Update*,"
Litigation Department Alert (March 2009)

Co-author: "*Produce My Notes? I Thought That Was Work Product; Not Necessarily The Case Under SEC v. Roberts*,"
The Legal Intelligencer (January 30, 2009)

Speaking Engagements/Events

Privacy And Data Security: Risk Management And Avoidance
Presented by: DELVACCA: Employment & Labor Committee - CLE Institute
Philadelphia, PA
March 4, 2010

Data Security Breaches: A First Response Checklist
(Presenter)
April 8, 2008