

## Peter Swire

### Senior Counsel

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Peter Swire is senior counsel on Alston & Bird's Privacy & Data Security Team. He has been a leading privacy and cyberlaw government official, academic, and practitioner since the rise of the Internet in the 1990s.

In 2015, the International Association of Privacy Professionals (with its more than 20,000 members) awarded Peter its annual Privacy Leadership Award. Peter served as one of five members of President Obama's Review Group on Intelligence and Communications Technology, formed after the Edward Snowden revelations. He was co-chair of the global Do Not Track process for the World Wide Web Consortium. Under President Clinton, Peter was the chief counselor for privacy in the U.S. Office of Management and Budget. His responsibilities there included White House lead on the HIPAA Privacy Rule, chairing a White House task force on how to update wiretap laws for the Internet, and serving on the negotiating team for the Safe Harbor agreement with the European Union. He served under President Obama as Special Assistant to the President for Economic Policy.

Peter is the Elizabeth and Thomas Holder Chair at the Georgia Tech Scheller College of Business, with appointments by courtesy with the College of Computing and School of Public Policy.

### ***Publications & Presentations***

#### ***Publications***

- "Geopolitical Implications of the European Court's Schrems II Decision," *Lawfare*, July 17, 2020
- "'Schrems II' Backs the European Legal Regime into a Corner — How Can It Get Out?," *International Association of Privacy Professionals*, July 16, 2020.
- "INSIGHT: A Canary in the Ad Tech Coal Mine? German DPAs Announce Opt-In Regime for Online Advertising," *Bloomberg BNA Privacy & Data Security*, June 29, 2018.
- "The CLOUD Act: A Welcome Legislative Fix for Cross-Border Data Problems," *Lawfareblog.com*, February 6, 2018.
- "Online Privacy and ISPS: ISP Access to Consumer Data Is Limited and Often Less Than Access by Others," *Institute for Information Security & Privacy*, February 11, 2016.
- "New Export Requirements on the Horizon for Cybersecurity Products and Technologies," *Intellectual Property & Technology Law Journal*, Vol. 27, No. 9, September 2015.
- "Why Tech Companies and the NSA Are Split About Snowden," *Washington Post*, January 31, 2014.
- *Liberty and Security in a Changing World: Report and Recommendations of the President's Review Group on Intelligence and Communications Technologies*, Princeton University Press, 2014.
- "Protecting Citizens, and Their Privacy," *New York Times*, December 19, 2013.

- “Why the New Senator Markey May Be the Most Influential Privacy Congressman in History,” *IAPP Privacy Perspectives*, June 26, 2013.
- “Telephone Records and PRISM—The First Job for the Privacy & Civil Liberties Oversight Board,” *IAPP Privacy Perspectives*, June 7, 2013.
- “‘Going Dark’ vs. ‘Going Secure’ New CDT Experts’ Report on CALEA II,” *IAPP Privacy Perspectives*, May 16, 2013.
- “How to Prevent the ‘Do Not Track’ Arms Race,” *Wired*, April 24, 2013.
- “Alan Westin’s Legacy of Privacy and Freedom,” *IAPP Privacy Perspectives*, March 7, 2013.
- “Moving Too Fast on Cybersecurity,” *TheHill.com*, April 20, 2012.
- *Foundations of Information Privacy and Data Protection: A Survey of Global Concepts, Laws, and Practices*, International Association of Privacy Professionals, 2012.
- *U.S. Private Sector Privacy: Law and Practice for Information Privacy Professionals*, International Association of Privacy Professionals, 2012.
- “‘Going Dark’ vs. ‘A Golden Age for Surveillance,’” Center for Democracy & Technology blog, November 28, 2011.

## **Presentations**

- “Privacy and Competition – Big Issues for Big Data,” moderator, IAPP Global Privacy Summit, Washington, D.C., March 27-28, 2018 .
- “Is Surveillance Excessive and Privacy Endangered Both By The Government and By Private Corporations,” Arena Forum: Civil Dialogues, Washington, D.C., March 26, 2018 .
- “Cybersecurity: View from the Boardroom, the White House, and the Hacker,” 2017 Adhesive & Sealant Annual Spring Convention & Expo, Atlanta, GA, April 3-5, 2017.
- “Privacy and Big Data,” University of Michigan Center on Finance, Law and Policy Conference on Finance and Big Data, Ann Arbor, MI, October 2016.
- “Current Issues in Privacy and Cybersecurity,” Net Diligence Cyber-Liability Conference, Los Angeles, CA, October 2016.
- “A Chain-Link Fence for Intelligence Surveillance,” Constitution Project, Washington, D.C., October 2016.
- “EU Data Flows to U.S.: Are Protections Against NSA Surveillance ‘Adequate?’” France/Atlanta Conference on Cybersecurity: TransAtlantic Innovation and Strategies, Atlanta, GA, October 2016.
- “The Cybersecurity Landscape at Home and Abroad,” Georgia Tech Cybersecurity Summit, Atlanta, GA, September 2016.
- “Cybersecurity and Privacy,” Atlanta Chief Financial Officers Roundtable, Atlanta, GA, June 2016.
- “Why Cross-Context Tracking is Often More Important than Cross-Device Tracking,” 2016 Privacy Law Scholars Conference, Washington, D.C., June 2016.
- “Governance Looking Out: Trade, Finance, and Territorialization,” Georgia Tech School of Public Policy Conference on Political Space/Cyberspace, Atlanta, GA, May 2016.
- “Privacy: Law Firm Ethical and Legal Obligations,” ABA Antitrust Section 2016 Spring Meeting, Washington, D.C., April 7, 2016.

- “The Smartest Cities Are Smart on Privacy,” and “Privacy Déjà Vu: Crypto, Government Surveillance, and Safe Harbor, 2000 and 2016,” IAPP Global Privacy Summit, Washington, D.C., April 5-6, 2016.
- National Governors Association on Encryption and Privacy, webinar, March 2016.
- “Encryption, Apple, and the FBI,” Sayers Technology Summit, Atlanta, GA, March 2016.
- “Debate on Encryption,” Cybersecurity for a New America Conference, New America Foundation, Washington, D.C., March 2016.
- “Making Sense of the Right to Data Portability,” and “Mutual Legal Assistance,” Computers, Privacy and Data Protection '16, Brussels, January 27-29, 2016.
- “U.S./EU Data Protection: A Debate with Max Schrems,” Brussels Privacy Hub, Brussels, January 26, 2016.
- “Going Dark: Encryption, Technology, and the Balance Between Public Safety and Privacy,” Future of Privacy Forum: Privacy Papers for Policy Makers, Washington, D.C., January 13, 2016.
- “Regulatory Design and Privacy by Design,” Computing Community Consortium/Computing Research Association Workshop on Privacy by Design, Washington, D.C., January 6-7, 2016.
- “Online Advertising and Privacy,” State of the Net '16, Washington, D.C., January 2016.
- “The Consequences of the Judgment in the Schrems Case,” Commission for the Protection of Privacy Forum, Brussels, December 18, 2015.

### ***Professional & Community Engagement***

- Future of Privacy Forum, Senior Fellow
- Center for Democracy and Technology, Policy Fellow
- National Academy of Sciences/National Research Council Forum on Cyber-Resiliency

### ***Education***

- Yale University (J.D., 1985)
- Princeton University (B.A., 1980)

### ***Admitted to Practice***

- District of Columbia
- Georgia

### ***Related Services***

Privacy & Data Security | Technology | Cybersecurity Preparedness & Response | National Security & Digital Crimes