

Peter Swire Senior Counsel

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

In 2019, the Future of Privacy Forum honored him for Outstanding Academic Scholarship. In 2018, he was named an Andrew Carnegie Fellow for his project on cross-border data flows. In 2015, the International Association of Privacy Professionals (with over 50,000 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 privacy counselor in the U.S. Office of Management and Budget. His responsibilities 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

- "New EU Data Blockage as German Court Would Ban Many Cookie Management Providers," *International Association of Privacy Professionals*, December 15, 2021.
- "New Urgency about Data Localization with Portuguese Decision," *International Association of Privacy Professionals*, April 29, 2021.
- "Using the Portability and Other Required Transfers Impact Assessment ("PORT-IA") in Antitrust Law," *CPI Antitrust Chronicle*, November 2020.
- "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.
- “How to Prevent the ‘Do Not Track’ Arms Race,” *Wired*, April 24, 2013.

Presentations

- “American Perspectives on Transatlantic Data Flows,” Transatlantic Digital Economy, webinar, July 1, 2021.
- “Creating Privacy Protections for Government Requests Across Borders,” IAPP Global Privacy Summit Online 2021, webinar, June 17, 2021.
- “Europe and *Schrems II*: What’s Next?” 2021 ABA Antitrust Law Spring Meeting, webinar, March 23-26, 2021.
- “Keynote Speech,” State Bar of Georgia Privacy & Technology Law Section 35th Forum, webinar, February 17-18, 2021.
- “After *Schrems II*: A Proposal to Meet the Individual Redress Problem,” 11th Annual Privacy Papers for Policymakers, Future of Privacy Forum, webinar, February 10, 2021.
- An Overview of Data Portability: Concepts and Terminology,” FTC Workshop on Data Portability, webinar, September 22, 2020.
- “A Next Task for Privacy Professionals: The Portability and Other Required Transfers Impact Assessment (PORT-IA),” Virtual Privacy + Security Forum Spring Academy, webinar, May 6-8 2020.
- “Big Data as an Antitrust Issue,” American Bar Association Antitrust Law Section’s 68th Virtual Spring Meeting, webinar, April 17-May 1, 2020.
- “Discussion on Data Privacy,” The Business of Health: Transforming with Transparency, Washington, D.C., October 31, 2019.
- “The Globalization of Criminal Evidence,” 2019 Privacy + Security Forum, Washington, D.C., October 14-16, 2019.
- “Privacy Challenges in the Globalization of Criminal Evidence,” IAPP Global Privacy Summit 2019, Washington, D.C., May 2-3, 2019.
- “Privacy and Competition – Big Issues for Big Data,” 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 .

Professional & Community Engagement

- Future of Privacy Forum, Senior Fellow
- National Academy of Sciences/National Research Council Study on the Future of Encryption
- Cross-Border Data Forum, Research Director

Education

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

Admitted to Practice

- District of Columbia
- Georgia

Related Services

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