

Amanda M. Witt

Partner

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Services

Contracts & Commercial
Agreements
Cross Border Transactions
Cybersecurity, Privacy & Data
Governance
Emerging Companies
Joint Ventures & Strategic
Alliances
Technology Transactions

Industries

Media & Entertainment
Retail & Consumer Goods
Technology

Amanda Witt co-leads both the Cybersecurity, Privacy and Data Governance Practice and the Technology, Privacy & Cybersecurity Team at Kilpatrick Townsend. She focuses her practice in the areas of information technology, U.S. and global privacy, IoT, information security, e-commerce, cross-border transactions, outsourcing, licensing and procurement, intellectual property protection and transactions, strategic alliances, commercial transactions, software development and licensing, SaaS services, and electronic signatures.

Amanda has worked with clients in the acquisition and licensing of technology as well as in the provision of services throughout the supply chain. She has assisted clients in various industries in the drafting and negotiation of various technology agreements, including traditional licensing, data use and licensing agreements, software development, hosting agreements, reseller agreements, website co-branding agreements, and website development agreements.

As part of her practice, Amanda helps clients identify, understand and manage privacy and information security risks, including evaluating a client's obligations under GDPR, CCPA, CPRA, VCPA and CPA, GLBA, COPPA, CAN-SPAM, BIPA, security breach notification laws, other U.S. state and federal privacy and data security requirements, and global data protection laws (including those in the EU, Canada and Latin America). She is also a Certified Information Privacy Professional (CIPP/US) and (CIPP/E), as certified by the International Association of Privacy Professionals (IAPP). She has been appointed to serve as a Co-Chair of the IAPP Atlanta KnowledgeNet chapter (2016-2017), currently serves as the Secretary and Treasurer of the Privacy & Technology Section of the Georgia Bar, and also serves as a Board Member of the International Section of the Georgia Bar.

Along with having a master's degree in international intellectual property from a European university, her practice



includes advising clients in connection with international software licensing, global privacy, foreign distributorships and foreign procurement of services.

Prior to joining the firm, Amanda was a partner in the Atlanta office of a national law firm. Her prior experience included the representation of regulated entities in business process and information technology outsourcing transactions.

Amanda was recognized in 2020, 2021, 2022 and 2023 by *The Best Lawyers in America*® for Privacy and Data Security Law. She was listed in the 2021 and 2022 editions of *Chambers USA: America's Leading Lawyers for Business* and ranked nationally as a "Recognized Practitioner" in the area of Privacy & Data Security. Amanda was recognized in 2015, 2021 and 2022 by *Legal 500 US* in the area of Outsourcing.

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Experience

Ongoing advice and representation of a cloud-based security and interactive home services provider on compliance with privacy and data protection laws in Europe, Australia, Canada and Latin America.

Negotiation of strategic SaaS-related transactions for interactive home provider with global counterparts in Europe, Latin America, Asia, Canada, Israel, Africa and the Middle East.

Strategic U.S. and global privacy counseling for a provider of point-of-sale terminals, ATMs and related software and technology including the largest U.S. network of bitcoin ATMs, cashiers and kiosks.

Ongoing advice and representation of a privacy-protective internet search engine on U.S. and global privacy laws.

Negotiated strategic Infrastructure-as-a-Services transaction with a global insurance conglomerate.

Ongoing advice and representation of a multi-brand restaurant company on U.S. and global privacy laws.

Ongoing advice and representation of global email marketing company on compliance with U.S. privacy laws and European data protection laws.

Represented a metals manufacturer in connection with the negotiation of a multi-tower global information technology outsourcing transaction. In connection with such representation, ensured that adequate protections were in place to protect the privacy and security of client data including, without limitation, requiring the vendor to agree to EU model clauses in connection with the transfer of personal data from the European Union.

Revision of security and privacy provisions in a form of distribution agreement to be used globally by a global logistics provider.



Representation of telecommunications provider in connection with global strategic alliance with a global outsourcer in the development of next-generation technology solutions for enterprise businesses.

Negotiated privacy and security protections on behalf of a global insurance conglomerate, a global logistics company and a global manufacturer in connection with cloud-based CRM and HR solutions for global workforce and customer bases, including review and incorporation of safeguards and bases for data processing and transfer in Asia, Europe and Latin America.

Updated website privacy policy for paper goods manufacturer.

Advised global telecommunications company with respect to Mexican privacy / data protection laws in connection with acquisition of Mexican companies.

Counseling of global insurance provider on various Latin American and European privacy and data protection issues.

Represented natural gas provider in negotiation of agreement with third party marketer with a focus on ensuring compliance with applicable privacy laws and protection of customer data. Such representation included revisions to the client's privacy policy to account for such third party services.

Assisted cloud-based security services provider in becoming Privacy Shield-certified under the U.S. – E.U. Privacy Shield framework and U.S. – Switzerland Privacy Shield framework.

Revision of security and privacy provisions in a form of distribution agreement to be used globally by the leading global logistics provider.

Represented a metals manufacturer in connection with a multi-tower global information technology outsourcing of its data center, network, helpdesk, contact centers and related information technology services with an aggregate net present value of approximately \$6M.

Regular service as global advisory counsel on data storage, processing and transfer issues involving complex connected car and big data initiatives around the world for a large telecommunications, hosting and platform company. Representation including issues under Chinese, Russian, South Korean, Malaysian, Japanese, Thai and Hong Kong laws, as well as under many European and Latin American data protection laws and the laws of Australia, New Zealand and Canada.

Revision of privacy and security exhibit for various service and license agreements on behalf of paper goods manufacturer.



Education

Catholic University, Leuven, Belgium LL.M. (2004) Intellectual Property Law, *magna cum laude*

Emory University School of Law J.D. (2000) *cum laude*, *William D. Ferguson Scholar*

University of Florida B.A. (1996) *magna cum laude*, *Phi Beta Kappa*

Admissions

Georgia (2000)

Professional & Community Activities

The International Association of Privacy Professionals, former KnowledgeNet Co-Chair

State Bar of Georgia, Privacy & Technology Law Section, Secretary & Treasurer

State Bar of Georgia, International Law Section, Board Member

Insights

Alert

Countdown to 2023: Privacy Compliance Checklist for The End of The Year

December 15, 2022

Perspectives

5 Key Takeaways | How GDPR has Impacted American Companies and the Future of Transatlantic Data Transfers

October 19, 2022

Events

How GDPR has Impacted American Companies and the Future of Transatlantic Data Transfers

October 18, 2022

News Releases

Kilpatrick Townsend Earns Top Recognitions in 2023 Edition of The Best Lawyers in America®

August 18, 2022

News Releases

Kilpatrick Townsend Receives Top Rankings in 2022 Legal 500 US

June 14, 2022