



Shelby E. Dolen

SENIOR ASSOCIATE

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OVERVIEW

Shelby helps clients navigate existing and emerging privacy laws, whether she is helping tackle a complex privacy matter or develop a comprehensive privacy program.

Clients appreciate Shelby's passion for the law as it relates to protecting technology and company assets. She regularly monitors fast-changing consumer privacy laws, with the understanding that critical strategy and success for any business includes developing a comprehensive privacy program that complies with the maze of state, federal, and international privacy laws. Shelby is especially knowledgeable about children's privacy law, counseling clients as they navigate this evolving privacy landscape. She assists clients in complying with numerous consumer privacy laws, including:

- U.S. consumer privacy laws: California Consumer Privacy Act (CCPA), Colorado Privacy Act (CPA), Utah Consumer Privacy Act (UCPA), Virginia Consumer Data Protection Act (VCDPA)
- Various U.S. social media laws and children's data privacy laws
- Children's Online Privacy Protection Act (COPPA)
- European Union General Data Protection Regulation (EU-GDPR)

Shelby has broad experience advising clients on the use of new innovative technologies, including artificial intelligence. She counsels clients on implementing and

Industries

Manufacturing
Technology
Transportation

Services

Artificial Intelligence
California Consumer Privacy Act
Colorado Privacy Act Resource Center
Data Privacy & Cybersecurity
EU Data Protection and Privacy
Intellectual Property
State Privacy Laws

engaging with AI technologies in compliance with this growing regulatory landscape, both in the United States and internationally. Shelby is a frequent author and speaker on data privacy and AI and was selected as a JD Supra Top 10 Author in 2022 for data privacy. She is a regular contributor to Husch Blackwell's Byte Back blog and has been published in OneTrust Data Guidance, Law360, and Westlaw Today. Shelby is certified by the IAPP as a Certified Information Privacy Professional in the laws of the United States (CIPP/US).

In addition to providing privacy counsel, Shelby advises clients on how to manage and protect their intellectual property assets. She drafts and reviews complex software, licensing, and technology related agreements advising clients on both the data privacy and intellectual property side. Shelby enjoys helping businesses – whether innovative startups or large corporations – navigate essential protections and optimal pathways.

Experience

- Provided counsel to numerous clients regarding California Consumer Privacy Act compliance issues.
- Drafted internal response policies for clients responding to data subject requests.
- Conducted two 50 state data breach notifications for leading U.S. based lending company.
- Drafted and negotiated data privacy provisions in commercial contracts, including data processing agreements.
- Advised education-related company on compliance with FERPA, COPPA, and CCPA, including drafting necessary privacy policies and terms.
- Conducted data privacy and intellectual property due diligence review of companies of varying size and maturity, analyzing all aspects of privacy compliance and intellectual property ownership.
- Advised international architectural and design firm on international privacy law compliances issues in Europe, APAC, and Latin America, including drafting privacy policy and employee privacy notice.
- Advised on privacy compliance "best practices" for ecommerce clients covering online advertising, email marketing, surveys, and presentation of website privacy notices and terms of use.

Experience

- Drafted terms of use and sale for numerous websites, web-based service providers, and mobile applications.
- Drafted and negotiated software license agreements and technology service agreements on behalf of customers and vendors.
- Represented long-time client ImplantBase, a premier provider of inventory logistics and sales operations software for medical device companies and their distributor networks, in the sale of the business to Surgimate.

Recognition

- JD Supra Readers' Choice Awards, Top 10 Author, Data Privacy, 2022

Education

- J.D., University of Colorado Law School
 - *Colorado Technology Law Journal*, Lead Articles Editor
 - Colorado Intellectual Property American Inn of Court
 - Order of Barristers
 - Moot Court Division of Barristers' Council
 - National Telecommunications and Technology Moot Court Competition
 - Silicon Flatirons
- B.A., University of Denver
 - Socio-Legal Studies, Film Studies and Production, major; Business Administration, minor

Admissions

- Colorado



2024 Pro Bono Champion