

# Scott C. Hall

## Partner

San Francisco

## Details

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Scott Hall leads the Data Privacy & Cybersecurity group, advising clients across various industries on regulatory compliance, litigation, and risk management related to data privacy and cybersecurity. His experience spans federal and state privacy laws, including the California Consumer Privacy Act and California Privacy Rights Act (CCPA/CPRA), as well as other U.S. federal and state privacy laws and the European Union's General Data Protection Regulation (GDPR). Scott is certified by the International Association of Privacy Professionals (IAPP) as a Certified Information Privacy Professional for United States (CIPP/US) and Europe (CIPP/E), and is an Artificial Intelligence Governance Professional (AIGP).

Scott counsels clients accused of privacy law violations and represents them in litigation and arbitration, including claims under the California Invasion of Privacy Act ("CIPA"), the Video Privacy Protection Act ("VPPA"), federal and state wiretapping laws, and data breach actions. He also advises companies on privacy compliance, privacy considerations in business transactions, data incident response strategies, and the use of artificial intelligence.

In addition to his privacy practice, Scott has broad experience in commercial litigation in federal and state court, representing clients in consumer class actions, intellectual property disputes, and cases involving federal and state statutes such as the Telephone Consumer Protection Act (TCPA), the Fair Credit Reporting Act (FCRA), the Fair Debt Collection Practices Act (FDCPA), and California's Proposition 65. His clients span industries including advertising, financial services, food and beverage, electronics, entertainment, retail, sports, technology, and telecommunications.

Scott serves as the firm's Assistant General Counsel and previously co-chaired the Litigation Practice Group.

Prior to joining Coblentz, Scott practiced at Sullivan & Cromwell LLP and Quinn Emanuel Urquhart & Sullivan LLP in Silicon Valley. He clerked for the Honorable William W Schwarzer of the United States District Court for the Northern District of California, sitting by designation on the U.S. Courts of Appeals for the First, Third, Sixth, and Ninth Circuits.

Scott earned his J.D., cum laude, from Harvard Law School, where he served as an Executive Editor of the *Harvard Journal of Law and Public Policy*. He received his B.A., cum laude, in Political Science from Brigham Young University.

## Notable Representations

Defended a publicly traded telecommunications company in complex data breach class action litigation, obtaining dismissal of several claims at the pleading stage.

Represented numerous clients in litigation and arbitration involving CIPA, VPPA, wiretapping, and pen register/trap and trace claims.

Assisted multinational corporations with data breach response and compliance strategies.

Secured dismissal of false advertising consumer class action in the Fifth Circuit.

Represented major music labels in copyright infringement litigation, obtaining a favorable resolution.

Represented Fortune 500 technology company in connection with patent, trademark, and trade dress infringement claims in federal court and before the U.S. International Trade Commission.

Achieved favorable settlements and dismissals for clients in intellectual property and securities litigation.

## Professional Activities

Scott is a member of the State Bar of California and the Bar Association of San Francisco. He is admitted to practice in all federal districts in California, as well as before the Fifth, Ninth, and Tenth Circuit Courts of Appeals, and the United States Supreme Court.

## Publications & Speaking Engagements

- Scott is an active thought leader, publishing and presenting on critical privacy law developments, including artificial intelligence governance, cookie compliance, children's privacy, and other privacy laws and regulations. Select publications and speaking engagements include:
  - ["Webinar: 2024 Privacy Overview – How to Ensure Compliance and Reduce Business Risk"](#) (September 24, 2024)
  - ["2024 Mid-Year Privacy Report"](#) (July 24, 2024)
  - ["US Privacy Laws – What To Look Out For In 2024,"](#) Prighter webinar (March 12, 2024)
  - ["Are You Ready? CPRA Regulations Are In Effect Immediately: Attorney General Rob Bonta Wins a Reversal at the California Court of Appeals"](#) (February 13, 2024)
  - ["California AG Proposes New Amendments To CCPA with the Children's Data Privacy Act"](#) (January 30, 2024)
  - ["You've Worked To Make Your Website Cookies, Pixels, and Chat Function Compliant With Privacy Laws; Now What Is A "Pen Register"?"](#) (January 19, 2024)
  - ["Citizenship and Immigration Status Is Now Categorized as Sensitive Personal Information under California Law"](#) (October 30, 2023)
  - ["Plaintiffs Continue Website Privacy Lawsuits Using 35-Year-Old Statute"](#) (October 17, 2023)
  - ["Companies Should Keep in Mind Chatbots, Session Recordings, Mouseclicks: New Consumer Privacy Suits Continue Under Decades-Old Wiretapping Statutes"](#) (October 17, 2023)
  - ["California Privacy Protection Agency Signals Intent To Keep The Gas On Privacy Enforcement Despite Recent Court Decision"](#) (August 8, 2023)
  - ["How To Prepare For California's New Privacy Law For Children"](#) (August 3, 2023)
  - ["Attorney General Seeks Information from California Employers on Compliance with California Consumer Privacy Act"](#) (July 17, 2023)
  - ["Enforcement of CPRA Regulations Postponed, But Statute Still in Effect and Enforceable"](#) (July 12, 2023)
  - ["Webinar: Preparing for CPRA Enforcement and Other Privacy Law Developments"](#) (June 6, 2023)
  - ["Spring / Summer 2023 Privacy Law Report: A Comprehensive Look at New Developments in Data Privacy Laws"](#) (May 26, 2023)
  - ["Webinar: Preparing Your Business for the California Privacy Rights Act"](#) (January 19, 2022)
  - ["Spring 2021 Privacy Law Update: CCPA, CPRA, State Laws and Recent Court Decisions"](#) (May 7, 2021)

## Education

- J.D., cum laude Harvard Law School (2004)
- B.A., cum laude Brigham Young University (2000)