

Oriyan Gitig

Counsel

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Areas of Focus

Privacy, Technology + Data Security | Data, Digital Media and Ad Tech | Privacy Compliance and Internal Policies | Advertising + Marketing | Advertising Review, Production and Media | Intellectual Property + Media | Technology Creation and Protection

Overview

With Oriyan Gitig's counsel, creative agencies and technology companies understand and uphold privacy and data security obligations. She provides practical solutions clients can use to manage their responsibilities efficiently within a rapidly changing legal and regulatory landscape.

In a privacy environment that often lacks extensive legal and regulatory precedent, Oriyan assists clients in developing best practices based on commonsense risk analyses. She draws on significant data privacy experience and her advertising and media industry insights to guide clients in structuring business services and strategies that reflect the latest privacy and security mandates.

In addition to ensuring clients' internal policies align with best practices and legal requirements, Oriyan assists those clients in negotiating a variety of agency-client and master service agreements and technology-based initiatives, as well as terms and policies to govern and manage their online and digital properties. Clients appreciate that her professionalism, strong interpersonal skills and commitment to achieving constructive solutions allow them to move forward without sacrificing necessary protections or business goals.

For smaller businesses, Oriyan often provides ongoing legal support as their outside "in-house" counsel. She partners with senior executive and manager-level personnel to provide advice for their privacy and data security strengths, weaknesses and capabilities within their internal companywide controls and infrastructures.

Before she joined Davis+Gilbert, Oriyan spent five years as an associate at Weil Gotshal & Manges. She actively supports firm diversity and pro bono initiatives and mentors new associates.

Representative Experience

- Advised a social media analytics agency in connection with privacy and data security, including GDPR and CCPA, for both internal and client-facing policies, protocols and data processing form agreements. This ensured the media platform was legally compliant and protected while also remaining customer-friendly.
- Counseled a media agency on market standard and best industry practices for vendor privacy and security agreements (including GDPR and CCPA).
- Advised a global digital agency on general privacy (including GDPR and CCPA) compliance and contractual matters and drafted agency privacy policy.
- Advised firm client on privacy and data security matters related to developing a new technology-based security product.

Insights + Events

Trends in Marketing Communications Law

Getting Personal: Biometric Privacy Laws Are on the Rise
April 13, 2022

Trends in Marketing Communications Law

An Uncertain Future for EU-US Data Transfers
April 13, 2022

Trends in Marketing Communications Law

The Future of Privacy in California
April 13, 2022

Alert, New Workforce Models Come With New Risks

Cybersecurity and Privacy Risks Rise with Remote Workforce
September 28, 2021

Event, Maintaining Your Competitive Advantage with Proactive Privacy and Data Protection Strategies

Counsel 2U® Advertising + Marketing Webinar | Digital Media and Privacy: An Increasingly Complex Relationship
September 23, 2021

Alert

European Commission Adopts Revisions to Standard Contractual Clauses
June 10, 2021

Alert, Maintaining Your Competitive Advantage with Proactive Privacy and Data Protection Strategies

Don't Smile at the Camera — New Biometric Data Laws
January 14, 2021

Alert

EU-U.S. Data Transfers Post Schrems II

November 19, 2020

Trends in Marketing Communications Law

CCPA: A Privacy Conundrum

October 6, 2020

Alert

Schrems II: The EU-US Privacy Shield Is a Thing of the Past

July 17, 2020

Alert

Privacy Updates as the CCPA Takes Effect

January 23, 2020

Alert

California Poised to Enact Data Broker Registration Law

October 7, 2019

Trends in Marketing Communications Law

Data Security Legislation Is on the Rise — Marketers and Their Agencies Must Be Vigilant About Their Controls

July 10, 2019

Trends in Marketing Communications Law

Led by California, U.S. State and Federal Lawmakers Increasingly Focus on Consumer Privacy

July 10, 2019

Alert

GDPR's Inaugural Year: Mistakes Made and Lessons Learned

June 27, 2019

Alert

CCPA Update: California Public Forums and Other Proposed State/Federal Legislation

January 29, 2019

Trends in Marketing Communications Law

Lawmakers React to New Technology Trends With Updates and Amendments

May 24, 2018

Trends in Marketing Communications Law

Biometrics and Artificial Intelligence: The New Technological Frontier

May 24, 2018

Alert

Two Bills Introduced in U.S. Senate Seek to Enhance Consumer Privacy Protections

May 14, 2018

Trends in Marketing Communications Law

Data Privacy and Security Laws Get Stronger, and Face New Challenges

April 11, 2017

Credentials

Education

Benjamin N. Cardozo School of Law (J.D., 2002)

Tufts University (B.A., 1997)

Certifications

- Certified Information Privacy Professional/United States (CIPP/US)

Distinctions

- *The Legal 500 United States*® “Rising Star” 2020-2023, Cyber Law (Including Data Privacy and Data Protection)
- *The Legal 500 United States*® “Next Generation Lawyer” 2017-2019, Cyber Law (Including Data Privacy and Data Protection)
- *The Legal 500 United States*® “Recommended Attorney” 2018-2019, Cyber Law (Including Data Privacy and Data Protection)
- *New York Metro Super Lawyers*® “Rising Stars” 2014-2016, Media and Advertising

Bar Admissions

New York

Associations

Member, New York State Bar Association

Member, New York City Bar Association