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Matthew J. Loffredo

SENIOR COUNSEL

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RELATED SERVICES

- Business Transactions
- Cyber, Privacy & Data Security
- Privacy & Data Protection
- Advertising & E-Commerce
- Artificial Intelligence

OFFICES

- Chicago

OVERVIEW

Matthew J. Loffredo has a deep understanding of advertising technology, consumer data and privacy law, and the e-commerce ecosystem. He helps retail brands, online advertising platforms, and consumer data driven businesses, including lead generators and AI tool providers, with business transactions, privacy law requirements, and other regulatory compliance. His diverse work experience includes a prior career in the information technology industry, prior experience handling data breaches across the United States, and most recently serving for several years as in-house counsel for a publicly traded social media management software platform.

With this unique legal and business experience, Matt advises clients on best practices toward success, whether about look-alike audiences, pixels, and cookie tracking, use of first party or third-party data, or advertising across Google, Facebook, TikTok, Instagram, LinkedIn, Pinterest, Twitter, YouTube or

elsewhere. Matt has extensive knowledge about rapidly changing global and US consumer data and privacy laws, including GDPR, CCPA, PIPEDA, and TCPA, as well as sector-specific laws like HIPAA and FCRA. He helps clients implement privacy policies, targeted marketing practices, and data processing guidelines that balance compliance requirements with business objectives. With prior experience in the software-as-a-service industry, Matt likewise helps clients with a range of advertising technology, consumer data, and software license transactions.

Matt's focus requires application of new and often complex laws against new and often sophisticated technologies. Rather than simply advising on the law, Matt has specialized technical knowledge and experience – he is as comfortable speaking with a client's technical team as he is with their general counsel about meta tags and web scraping or limitations of liability and indemnification. With this background, Matt helps clients navigate the challenges of emerging technologies, like AI, in innovative and compliant ways. As a member of the Bonterms Standard Agreements Committee, he is on the forefront of AI developments by helping to prepare standardized AI provisions in commercial contracts. He also helps clients prepare for and respond to security incidents, including ransomware, malware, and phishing attacks.

Drawing on his diverse work experience, Matt not only understands the law, but is equipped to quickly understand the facts to reach effective solutions. He is a trusted advisor on how to advertise, contract, or use consumer data in ways that maximize revenue and limit risk. Matt enjoys building strong client relationships, understanding a client's business and technology, and supporting their success.

CREDENTIALS

Admissions
- Illinois
- U.S. District Court, Northern District of Illinois

Memberships
- International Association of Privacy Professionals (IAPP)
- Bonterms Standard Agreements Committee

Education
- J.D., Chicago-Kent College of Law, 2018
- B.A., English and Psychology, University at Buffalo, 2013

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