



## Rachel E. Waters

### OF COUNSEL

Alexandria

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### RELATED SERVICES

- Commercial Litigation
- Advertising & E-Commerce
- Cyber, Privacy & Data Security

### OFFICES

- Alexandria
- Shelburne

### OVERVIEW

Rachel Waters provides strategic counsel to her clients primarily in the SaaS, AI, people data, and marketing intelligence industries. She draws on her extensive in-house experience to provide pragmatic and actionable advice to her clients. She has a deep knowledge of the consumer and privacy regulatory landscape, and her practice focuses on data, product, and privacy counseling to technology companies.

Rachel has more than a decade of in-house legal experience in technology companies. Most recently, she served as Senior Corporate Counsel at HireVue, an artificial intelligence and human resources management company. Previously, Rachel was General Counsel for The Control Group Media Company (now known as “PeopleConnect”), a profitable and growing software and marketing company. While at The Control Group, she advised the company, including its flagship brands TruthFinder and Instant Checkmate, on wide-ranging topics including risk management of a large affiliate marketing division, corporate governance, contract and vendor negotiation, litigation management, employment matters, privacy regulations and other compliance issues. Prior to her General Counsel role, Rachel was a

litigation associate at a national law firm.

Rachel is a Certified Information Privacy Professional (CIPP/US) and a member of the International Association of Privacy Professionals (IAPP). She began her legal career as a law clerk to the Honorable Terrence W. Boyle of the U.S. District Court for the Eastern District of North Carolina.

## **CREDENTIALS**

### **Admissions**

- California
- Vermont
- U.S. District Court, Southern District of California

### **Memberships**

- CIPP/US, IAPP
- Member, ABA
- Member, Vermont Bar Association

### **Community Involvement**

- President, Board of Directors, Child Care Center Norwich

### **Education**

- J.D., Wake Forest University, 2012
- MBA, Wake Forest University, 2012
- B.A., Wake Forest University, 2006

### **Clerkship**

- Clerkship, The Honorable Terrence W. Boyle, United States District Court for the Eastern District of North Carolina