

Curriculum Vitae

Amy R. Worley

JD | CIPP-US | CIPP-E | CIPM | CHPSE | CIPP | FIP | AIGP | CISSP

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SUMMARY

Amy R. Worley has over twenty years of experience advising companies about information compliance. Ms. Worley has an in-depth understanding of building effective and sustainable multinational privacy, data protection, data governance, Artificial Intelligence/ Machine Learning (AI/ML) ethics and governance, and records management programs from gap identification through audit and ongoing program monitoring and improvement. As a believer in the power of data to drive insights and create value, Ms. Worley helps clients develop, track, and report on meaningful key performance indicators (“KPIs”) to monitor the effectiveness of compliance programs. Ms. Worley is a fractional Data Protection Officer for several multinational companies and is registered with data protection authorities in every world region. She has also testified in U.S. federal court as an expert on data breach reporting requirements and unauthorized use of stolen personal data among cybercriminals, and the obligations of law firms in responding to data breaches.

Ms. Worley also advises clients on personal data breach response readiness, including building, implementing, and testing cross-functional data breach response programs. She helps clients identify, respond to, and mitigate data breaches when they occur, and she works with executives and boards of directors to understand and evaluate corporate risk as it pertains to collecting, processing, and storing personal data.

Ms. Worley practiced law for sixteen years before moving into industry. She advised clients on issues including the Health Insurance Portability and Accountability Act (“HIPAA”); the Health Information Technology for Economic and Clinical Health Act (“HITECH”); the Fair Credit Reporting Act (“FCRA”); the Fair and Accurate Credit Transactions Act (“FACTA”); the Gramm-Leach Bliley Act (“GLBA”); U.S. Securities and Exchange Commission “Red Flags Rule”; the Children’s Online Privacy and Protection Act (“COPPA”); the European Union Data Protection Directive 95/46, the European General Data Protection Regulation (“GDPR”); the Brazilian General Data Protection Law (“LGPD”), the Canadian Personal Information Protection and Electronic Documents Act, as amended (“PIPEDA”); and various other U.S., Latin American and Asian data privacy laws. Ms. Worley also litigated and tried cases in state and federal court, including cases involving trade secret misappropriation, unfair and deceptive trade practices, breach of confidentiality and fiduciary duty obligations, and computer fraud and abuse.

Immediately before joining BRG, Ms. Worley was the global Chief Privacy and Records Officer for the Merz Pharma Group, a multinational specialty pharmaceutical and medical device company with over \$1



billion in assets. While there, Ms. Worley built an integrated global privacy program from the ground up, leading the company's GDPR compliance efforts and coordinating privacy compliance in 28 countries. She also developed and built the company's records management and retention program, aligning records schedules across multiple affiliates. While at Merz, Ms. Worley's teams were twice nominated for the global CEO's Worldwide Award for Stellar Performance.

Ms. Worley holds a Juris Doctor degree and the following certifications from the International Association of Privacy Professionals ("IAPP"): CIPP/US, CIPP/E and CIPM. She holds the ISC2 Certified Information Security Professional ("CISSP") certification and she is also a certified Artificial Intelligence Governance Professional and a Fellow of Information Privacy with the IAPP. She graduated *summa cum laude* from Mercer University and was named the "Outstanding Graduate with a degree in English." Thereafter, she became one of the first Woodruff Scholars at the Mercer University School of Law. Ms. Worley graduated from law school in 2000 as the editor of the Eleventh Circuit Survey of the Mercer Law Review and the valedictorian of her class.

EDUCATION

J.D. (<i>magna cum laude</i>)	Mercer University, Walter F. George School of Law, 2000
B.A. (<i>summa cum laude</i>)	Mercer University, 1997
Certificate, AI & Law	Lund University
Cont. Ed, AI Ethics	London School of Economics

PREVIOUS POSITIONS

2016-2019	CPO, Merz Pharma Group
2014-2016	Co-Chair, Privacy, Data Security and eDiscovery Practice Group, Jackson Lewis, P.C., Raleigh, NC
2004-2014	Partner, McGuireWoods, LLP, Charlotte and Raleigh, NC
2001-2004	Associate, Ferguson, Stein, Adkins, Gresham and Sumter, Charlotte, NC
2000-2001	Law Clerk, United States District Court for the Southern District of Georgia, Hon. Anthony A. Alaimo

PROFESSIONAL AWARDS, RECOGNITION, AND PRIZES

2019	IAPP Fellow of Information Privacy
2018	Merz Pharma Global Leadership Program
2016, 2017	Merz Pharma Group Finalist Global CEO Award
2016	AV Rating Martindale Hubbell
Repeated	North Carolina Legal Elite
2004	North Carolina Governor's Award for Community Service

NOT-FOR-PROFIT AFFILIATIONS

(former) Director, Alumnae Board of Directors, Mercer University College of Liberal Arts
(former) Director, Board of Directors, Community Health Services
(former) Chairwoman, Regional HIV/AIDs Consortium

FEATURED PRESS & MEDIA

- Feb 2026 *Optimizing Privacy, Cybersecurity, and AI Governance for Growth*, She Said Privacy/ He Said Security, a podcast by Red Clover Advisors. <https://redcloveradvisors.com/ai-governance-privacy-cybersecurity-growth/>
- March 2025 *Health AI industry left to self-regulate as feds change course*, TechTarget, A. Vaidya, <https://www.techtarget.com/healthtechanalytics/feature/Health-AI-industry-left-to-self-regulate-as-feds-change-course>
- Jan 2025 *Legal Tech's Predictions for AI in 2025*, Law.com, R. Dipshan, <https://www.law.com/legaltechnews/2025/01/07/legal-techs-predictions-for-artificial-intelligence-in-2025/?slreturn=20260311113206>
- Jun 2024 *Execs Doubt AI Regulation Can Keep Up with the Technology's Rapid-Fire Advances*, Corporate Counsel, by Maria Dinzeo, <https://www.law.com/corpcounsel/2024/06/24/execs-doubt-ai-regulation-can-keep-up-with-the-technologys-rapid-fire-advances/>
- June 2024 *Biz Leaders, Attys Worry AI Regs are Insufficient, Create Risk*, LAW360, by Ryan Boysen, <https://www.law360.com/pulse/dc-pulse/articles/1849648/biz-leaders-attys-worry-ai-regs-are-insufficient-create-risk>
- Apr 2024 *US Privacy Compliance for B2B Start Ups*, Masters of Privacy Podcast with Sergio Maldona, <https://mastersofprivacy.com/amy-worley-us-privacy-compliance-for-b2b-startups-cross-border-ai-regulation-and-a-first-glance-at-the-american-privacy-rights-act/#more-3046>
- March 2024 *What to Expect from the EU AI Act and How the AI Pact Will Bridge the Gap*, Tech Talks Daily Podcast with Neil C. Hughes, <https://techblogwriter.co.uk/brg/>
- Feb 2024 *Navigating the Intersection of AI, Privacy and Data Protection*, <https://www.lexology.com/library/detail.aspx?q=6345e2a4-f047-41b1-8781-8c8fe5bf5daf>
- Jan 2024 *The Concerns Legal Tech Leaders Have Going Into 2024*, LAW360, by Sarah Martinson, <https://www.thinkbrg.com/insights/publications/the-concerns-legal-tech-leaders-have-going-into-2024/>

PRIVACY PUBLICATIONS IN THE LAST 10 YEARS

- Jan 2026 *The Confidence Advantage: Optimizing Privacy, Cybersecurity, and AI Governance for Growth*, Unstoppable CEO Press, www.confidenceadvantage.io (Amazon best seller in 3 categories)
- Winter 2025 *AI And Data Protection in 2025: Everything That Rises Must Converge*, BRG Publication. <https://www.thinkbrg.com/thinkset/ai-and-data-protection-in-2025-everything-that-rises->

[must-converge/](#)

- Fall 2025 *AI and Data Privacy Regulation in 2026: Flexible, Principle-Based Governance is Key.* BRG publication by Amy Worley and Jay Exum. <https://www.thinkbrg.com/thinkset/ai-and-data-privacy-regulation-in-2026-flexible-principle-based-governance-is-key/>
- Feb 2024 *Navigating the Intersection of AI, Privacy, and Data Protection*, BRG Publication, by Amy Worley and Thuc Nguyen
- Apr 2024 *Website Trackers and HIPAA Liability: Lessons from the Google/Pixel Litigation*, American Health Law Association CLE Presentation
- Mar 2024 *Maximizing Data and AI in Today's Investigations*, Women's White Collar Criminal Defense Annual Meeting, CLE Presentation
- Oct 2023 *Privacy Across the Pond, EU Enforcement Trends and Legislative Updates*, NC Bar Association, CLE Presentation
- Oct 2022 *This Year in Privacy*, North Carolina Bar Association CLE Presentation
- Nov 2020 *In Keeping with Global Trends, Singapore Updates Its Data Privacy Law*
- Nov 2020 *Californians Vote for Additional Data Privacy Protections in the CPRA*
- Mar 2020 *European Data Protection Board Issues COVID-19 Statement*
- Mar 2020 *COVID-19 Checklist for Protecting Employee Health and Privacy*
- Sep 2020 *Data, Technology, and Privacy*, panel moderator, Class Action Mondy and Ethics, 2020
- Jan 2016 *Making Sausage: The Senate and the House Must Reconcile Judicial Redress Legislation with Safe Harbor Negotiations On-Going*
- Jan 2016 *North Carolina Employees are not "Authorized" to Divert Employer Data*
- Dec 2015 *EU Publishes Text of New General Data Protection Regulation*
- Dec 2015 *Happy Holidays Financial Institutions, Less Privacy Paperwork in the New Year*
- Dec 2015 *EU / US Closer to Safe Harbor Replacement, Says EU Official*
- Jan 2015 *FTC's Hammer Gets Bigger with LabMD Case--Federal Trade Commission*
- Dec 2014 *Spearfishermen Catch Big Fish re: Data Breaches and Securities Fraud*
- Nov 2014 *FTC Enters Another Settlement Agreement Arising Out of Alleged Privacy Misrepresentations*

- Nov 2014 *FCC (Federal Communications Commission) Clarifies Solicited Fax Rule*
- Oct 2014 *On the Heels of FTC, FCC Joins Global Privacy Enforcement Network (GPEN) to Better Watch Data Abroad*
- July 2014 *FTC Amends Guidance to Children's Online Privacy Protection Act (COPPA) Rules, Clarifying "Verifiable Parental Consent" Requirements*
- May 2014 *New "Target" on The CEO's Back: Data Privacy and Security*
- May 2014 *The FTC Has the Authority To Bring Enforcement Actions Against Businesses And Individual Employees For Cybersecurity-Related Unfair And Deceptive Trade Practices*
- May 2014 *Federal Agencies Issue Final Dodd-Frank Stress Test Guidance for Medium-Size Banks*
- Mar 2014 *United States: CFTC Recommends Best Practices for Data Privacy and Information Security*
- April 2014 *Dodd-Frank Gives CFPB A Seat at The Enforcement Table*
- April 2014 *FTC May Use Unfair and Deceptive Trade Practices Authority to Regulate Cybersecurity*
- April 2014 *FTC Increasingly Looks Like Cyberspace's Regulator*
- April 2014 *Know Your Red Flags For The Identity Theft Red Flag Rule*
- Mar 2014 *Are Banks Safe and Sound? It Depends on Their Vendors*
- Feb 2014 *You Are Your Brother's Keeper: OCC Guidance on Third-Party Vendors*
- Feb 2014 *FTC Serious About Safe Harbor Framework Enforcement*
- Dec 2013 *New Social Media Guidance Issued By FFIEC*

Prior Testimony

Expert witness for Plaintiff Hiscox Insurance Company in *Hiscox Insurance Company, Inc., et al v. Warden Grier, LLP*, Case No 4:20CV00237, (Western District of Missouri, Western Division) concerning data breach notification requirements and legal ethics implication of notification for law firms. (Deposition May 2021, Trial Testimony March 2022); Designated an expert and provided deposition testimony in *In re: Blackbaud, Inc., Customer Data Breach Litigation*, 567 F. Supp. 3d 667 (D.S.C. 2021) re standard of care in providing notice of breach to consumers; Designated an expert and provided deposition testimony in *In re American Medical Collection Agency, Inc., Customer Data Security Breach Litigation*, Case No 19-md-2904 (Dist. Of NJ).