

Andrew M. Smith

Partner

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About



Andrew Smith advises clients on retail financial services, data protection, advertising and consumer protection, technology, credit reporting, and e-commerce issues. He assists banks, non-bank lenders, technology companies, and their vendors with regulatory compliance, litigation, and transactional matters.

Prior to re-joining the firm, Andrew served as Director of the Bureau of Consumer Protection at the Federal Trade Commission (FTC), where he was focused on investigations and enforcement of privacy, data security, financial services, and marketing laws and regulations across a broad range of areas, including fair lending, technology platforms, digital advertising, payments, telemarketing, lead generation, affiliate marketing, consumer reporting, and small business financing. He also oversaw the Bureau's extensive rulemaking and workshop proceedings, including on endorsement guides, security of financial data, subscription marketing, contact lenses, and children's privacy. Additionally, he led the FTC's COVID-19 pandemic-related enforcement and consumer education efforts. In a previous role as Assistant to the Director of the Bureau of Consumer Protection at the FTC, Andrew led a team of professionals to develop and draft ten rules and six studies under the Fair Credit Reporting Act.

Areas of Expertise

Regulatory and Public Policy



Data Privacy and Cybersecurity



Advertising and Consumer Protection
Investigations



Financial Privacy



National Security



Litigation and Investigations >	Artificial Intelligence >
State Attorneys General >	Technology >
Financial Services >	
Fintech >	
Consumer Financial Services >	
Blockchain Technology >	
Financial Services Regulation >	
Internet of Things >	

Credentials

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