

Guy B. Sereff, CIPP/US

Senior Counsel

Overview

Guy counsels clients on privacy and data security matters including compliance with U.S. and E.U. data protection and privacy laws, the development of company privacy programs, and responding to and mitigating data breaches.

He also helps clients negotiate, draft, and review a variety of technology licenses and contracts. Guy has negotiated hundreds of technology transactions involving a wide range of issues including software licensing, cloud hosting, and IT services. Additionally, Guy advises clients on drafting and implementing website terms of service and rules for online sweepstakes.

Guy knows the ins and outs of technology, privacy and cybersecurity issues specific to interactive gaming and digital technology. He has provided guidance to some of the world's leading online gambling, gaming operators and casino companies. He advises these clients on gaming and gambling regulation, privacy and cybersecurity concerns, software licensing, and tech transfers. His experience includes more than seven years serving as in-house counsel, where he gained valuable knowledge into the day-to-day and significant privacy and cybersecurity concerns businesses face. Guy understands his clients' needs for practical solutions to these often complex problems.

Experience

- Assisting a gaming vendor in their efforts to obtain licensure/registration in multiple jurisdictions.
- Counseling a large online gaming operator on overall structure of privacy and information security program to comply with gaming regulations.
- Designed and oversaw the development and implementation of a global privacy program for a large global telecommunications company.
- Provided guidance to multiple online gaming operators on evaluating the impact of personal data breaches and associated reporting obligations under state data breach notification laws and gaming regulations.



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Industries

Digital Technology

Practices

Licensing & Technology
Agreements

Privacy & Cybersecurity

- Negotiated a software license agreement between an online player management and casino platform provider and an online sportsbook provider to integrate their offerings and make the integrated offering available to online gaming operators.
- Developed privacy policies and terms of service for multiple gaming operators that address the specific requirements under gaming regulations across multiple states
- Represented a large, publicly traded casino and entertainment company in its licensing of a hosted online gaming suite of applications, including sports betting, gaming, online casino, and player account management functionalities for use in support of its online and mobile gaming and sports betting offerings in multiple jurisdictions in the U.S. Guy also secured rights allowing the client to integrate such applications with a third party's digital sports betting front end user interface to make the applications available to end users.
- Negotiated agreements on behalf of both online gaming operators and vendors across several areas of online gaming, including, platform and software licensing, live dealer engagements, payment provider offerings, and strategic relationships for marketing and sponsorships.
- Advised online gaming operators on issues and solutions related to transfers of personal and other gaming data to and from third parties.
- Negotiated transactions between an online sportsbook and casino operator and online payment service providers to enable the online sportsbook and casino operator to offer patrons a variety of online payment methods.
- Advised a large global cosmetics retailer on the development and implementation of a privacy program that addressed obligations under both E.U. and U.S. privacy laws.
- Provided guidance to a start-up technology provider in the mortgage and real estate industry on potential privacy issues and developed corresponding mitigation strategies.

Before joining Michael Best, Guy practiced with a Denver-based national law firm.

He previously served as Associate General Counsel and Data Protection Officer at global telecommunications company CenturyLink, where he helped develop the business' privacy compliance programs. In this role, he established and oversaw the implementation of protective measures for personal data under the European Union General Data Protection Regulation (GDPR) and other international regulations governing data privacy.

Earlier in his career, Guy was Vice President and Associate Counsel at Urban Lending Solutions, was responsible for policy development.

Between 2011-2018, Guy also was a professor at Washington and Lee University School of Law, where he taught a practice-based course for third-year law students on issues in privacy, intellectual property, cybercrime, data security, and internet governance.

Professional Activities

- Member, American Bar Association
- Member, International Association of Privacy Professionals

Education

- University of Houston Law Center, Master of Laws (LL.M.), 2011
- Washington and Lee University School of Law, Juris Doctor (J.D.), 2010
- University of North Texas, Bachelor of Science (B.S.), 2004

Admissions

- Colorado
- Texas (inactive)

Related News

PUBLICATION

April 5, 2021

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January 13, 2021

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June 30, 2020

An Expensive Lesson in Forum Shopping: Highest court in France rejects Google’s claim and upholds largest GDPR fine to date

NEWS

June 22, 2020

Guy Sereff Joins Michael Best as Privacy & Cybersecurity Senior Counsel