






## Melissa Krasnow

*Attorney*

-  Minneapolis, Minnesota
-  (312) 350-1082
-  MKrasnow@vlplawgroup.com

Melissa Krasnow is a Partner and the sole attorney recognized in Global Privacy & Data Security in 2024 and both Nationwide Privacy & Data Security and Nationwide Technology for two consecutive years (2022 and 2023) in **Chambers USA** for having “an impressively well-rounded privacy practice,” “handling data breach incidents,” as well as for being “a highly regarded attorney whose broad practice exhibits strength across a number of technology-related issues” and routinely advising “on M&A, data security issues and related regulatory matters.”

She counsels companies on HIPAA, FERPA, financial services regulatory laws, state laws (including the California Consumer Privacy Act (CCPA)/California Privacy Rights Act (CPRA)), and the European Union (EU) General Data Protection Regulation (GDPR).

Melissa advises companies on privacy, data security, technology matters, and cyber governance, including data breaches/incidents/other events (ransomware, account takeover, business email compromise, phishing, and vulnerabilities), preparing written information security programs (organizational and employee), devising incident response plans, and facilitating and participating in tabletop exercises. She counsels boards of directors and officers on privacy, data security, and technology risk oversight and developments. and reviews cyber liability insurance policies.

Melissa advises companies on regulatory inquiries and complying with state, federal, and international privacy and data security, advertising and marketing, governance and compliance, and regulated industry laws. She prepares website and mobile application privacy policies and terms (including regarding the GDPR, CCPA/CPRA and other state privacy laws, geolocation, big data, and artificial intelligence/chatbots), and technology policies.

Melissa works with companies on negotiating (and renegotiating in the wake of data breaches/incidents/other events) and documenting technology and commercial transactions, including master services agreements (MSAs), non-disclosure agreements (NDAs), data security addenda (DSAs), business associate agreements (BAAs), data license agreements (DLAs), GDPR and other data processing agreements (DPAs), and CCPA/CPRA and other state privacy law agreements.

In mergers and acquisitions, Melissa counsels companies on privacy, data security, and technology matters and on foreign investment filing obligations.

## Practice Areas

- ➔ Privacy
- ➔ Advertising, Marketing & Promotions
- ➔ Technology Transactions
- ➔ Mergers & Acquisitions
- ➔ Corporate
- ➔ International Practice
- ➔ Web & E-commerce
- ➔ Life Sciences & Biotech
- ➔ Education
- ➔ Financial Institutions
- ➔ Entertainment & Media

## Admissions

- ➔ State Bar of Minnesota
- ➔ State Bar of California

## Professional or Trade Affiliations

- ➔ Bloomberg Law Contributing Practitioner, Domestic Privacy Profile: Minnesota
- ➔ Bloomberg BNA Editorial Advisor
- ➔ International Association of Privacy Professionals Appeals Board
- ➔ International Association of Privacy Professionals - Certified Information Privacy Professional/US
- ➔ International Risk Management Institute Expert Commentator on Privacy
- ➔ National Association of Corporate Directors Board Leadership Fellow
- ➔ Minnesota State Bar Foundation Director
- ➔ Hennepin County Bar Association Director

## Education

- ➔ J.D., Northwestern University School of Law, 1992
- ➔ A.B., Wellesley College, 1989, *magna cum laude*, Phi Beta Kappa and Durant Scholar
- ➔ University of British Columbia, visiting student, 1987-1988, Class 1 Standing

## Honors & Awards

- ➔ Chambers recognition in Nationwide Privacy & Data Security and Nationwide Technology – 2022 and 2023 and in Global Privacy & Data Security - 2024
- ➔ Who's Who in America, Women in Law - Minnesota, 2021 - present
- ➔ Minnesota State Bar Association North Star Lawyer, Pro Bono Service, 2014 - 2022
- ➔ VLP is a BTI Cybersecurity Standout 2020 – Leading Cybersecurity & Data Privacy Law Firm



## Recent Publications

- ➔ VLP Partner Melissa Krasnow Quoted in Wall Street Journal Pro Cybersecurity article "Kenvue Revamps Cyber Tools After Spinoff From J&J" (Apr 18, 2024)
- ➔ Webinar: Cyber Resilience in Action: Incident Response Plans for Modern Organizations (Mar 12, 2024)
- ➔ Webinar: Overview of State Privacy Laws, including California Privacy Rights Act (Mar 8, 2024)
- ➔ VLP Partner Melissa Krasnow Quoted in the Bloomberg Law Article "Taxing Digital Sales Raises Concerns About ZIP Codes, Privacy" (Nov 17, 2023)
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- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Surveillance Camera Hack Raises Legal Risk of Digital Device Use”  
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- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Article “VCDPA: Applications, Definitions, Consumer Rights, and Obligations”  
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- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Florida Governor Backs Data Privacy Bill Akin to California Laws”  
(Feb 18, 2021)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Article “California Privacy Rights Act: Exceptions”



(Feb 3, 2021)

- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “N.Y. Privacy Bill Carries Litigation, Enforcement Hike Potential”  
(Jan 12, 2021)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Article “California Privacy Rights Act: Consumer Rights, Enforcement and Security”  
(Jan 7, 2021)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Litigation Specter Looms for SolarWinds Following Cyberattack”  
(Dec 21, 2020)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Article “California Privacy Rights Act: Background, Application and Definitions”  
(Dec 15, 2020)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Becerra Would Depart California as State Ups Privacy Policing”  
(Dec 8, 2020)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Home Depot Agrees to Pay \$17.5 Million in Breach Settlement (2)”  
(Nov 25, 2020)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law “Data Mining in Exchange for Insurance Carries Breach, ID Risks”  
(Oct 8, 2020)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Article “California Consumer Privacy Act Regulations: Privacy Policy and Notice”  
(Sep 3, 2020)
- ➔ VLP Partner Melissa Krasnow Authors Bloomberg Insights Article “Cyber-Risk Oversight Practices of Public, Private Boards”  
(Jul 2, 2020)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “The New York SHIELD Act Reasonable Security Requirement”  
(Jun 9, 2020)
- ➔ VLP Partner Melissa Krasnow Quoted in ScienceMag.org on Cellphone Tracking and Coronavirus  
(Mar 25, 2020)
- ➔ VLP Partner Melissa Krasnow Co-Authors Two Resources for Thomson Reuters Practical Law: “Written Information Security Programs: Compliance with the Massachusetts Data Security Regulation” and “Written Information Security Program (WISP)”  
(Feb 25, 2020)
- ➔ VLP Partner Melissa Krasnow International Risk Management Article “Changes in Other California Privacy and Data Security Laws”  
(Jan 28, 2020)
- ➔ VLP Partner Melissa Krasnow Quoted in Private Company Director on Cybersecurity Oversight  
(Jan 24, 2020)
- ➔ VLP Partner Melissa Krasnow co-authored “What Directors Need to Know about the California Consumer Privacy Act” for the National Association of Corporate Directors Blog  
(Jan 15, 2020)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 on New York Data Security Law  
(Nov 21, 2019)

- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “The California Consumer Privacy Act, as Amended”  
(Oct 23, 2019)
- ➔ VLP Partner Melissa Krasnow Was a Contributor to the Canadian and International Regulatory Update in Aon Canada’s State of the Market – Cyber and Privacy Liability  
(Oct 22, 2019)
- ➔ VLP Partner Melissa Krasnow Quoted in The Wall Street Journal Pro Artificial Intelligence  
(Oct 11, 2019)
- ➔ VLP Partner Melissa Krasnow Featured in Financial Executives International Daily Article “Cyber Security: What You Need to Know to Face the Inevitable”  
(Aug 23, 2019)
- ➔ VLP Partner Melissa Krasnow Authors Bloomberg Law Insights Article “Cyber?Risk Oversight Practices of Public and Private Company Boards of Directors”  
(Jul 31, 2019)
- ➔ VLP Partner Melissa Krasnow Quoted in The Wall Street Journal Pro Cyber News Article “Hackers Defraud Homeowners Out of Hundreds of Thousands of Dollars”  
(Jul 23, 2019)
- ➔ VLP Partner Melissa Krasnow Quoted in Wall Street Journal Pro Cybersecurity Newsletter Article “Companies Gird for Class-Action Suits After Data Breaches”  
(Jul 9, 2019)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Summary of Amendment to Nevada Privacy Law”  
(Jun 26, 2019)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Breach Notification Laws—State Attorney General or Regulator Notice”  
(Feb 28, 2019)
- ➔ VLP Partner Melissa Krasnow Quoted in The Corporate Counsel.net Blog Post About D&O Lawsuits  
(Feb 21, 2019)
- ➔ VLP Partner Melissa Krasnow Was a Contributor to the Canadian and International Regulatory Update in Aon Canada’s State of the Market – Cyber and Privacy Liability  
(Feb 12, 2019)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Securities Fraud Claims Get Boost from EU Data Privacy Rules”  
(Feb 4, 2019)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Equifax Ruling Shows How Cyber Boasts Can Bring Legal Pain”  
(Feb 4, 2019)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Massachusetts Amends Breach Notification Law”  
(Jan 25, 2019)
- ➔ VLP Partner Melissa Krasnow Co-Authors Two Resources for Thomson Reuters Practical Law: “Written Information Security Programs: Compliance with the Massachusetts Data Security Regulation” and “Written Information Security Program (WISP)”  
(Jan 14, 2019)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Privacy & Cybersecurity Cases to Watch in 2019”  
(Jan 7, 2019)

- ➔ VLP Partner Melissa Krasnow Contributes to Bloomberg Law Domestic Privacy Profile: Minnesota (Jan 4, 2019)
- ➔ VLP Partner Melissa Krasnow Is the Contributor to Bloomberg Law Domestic Privacy Profile: Minnesota (Dec 6, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Ohio's Data Security Law to Test Incentive-Driven Strategy” (Nov 26, 2018)
- ➔ Melissa Krasnow Authors Bloomberg Law Resource – “Practical Guidance Overview: State Laws Requiring Data Security Practices” (Nov 6, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Canadian Privacy Chief Offers Guidance on New Breach Rule” (Oct 30, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Canada Privacy Office Issues Data Breach Reporting Guidance” (Oct 29, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Wall Street Journal Pro Cybersecurity Newsletter Article “Google Exposed User Data, Feared Repercussions of Disclosing to Public” (Oct 10, 2018)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “A Summary of the California Consumer Privacy Act of 2018” (Oct 1, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “States Stake Claim to Privacy Role With Uber Breach Pact” (Sep 28, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Canada Privacy Watchdog Seeks Input on Breach Reporting Guidance” (Sep 20, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Breach Reporting Landscape Becoming Global Minefield” (Sep 4, 2018)
- ➔ VLP Partner Melissa Krasnow Was a Contributor to Bloomberg Law Domestic Privacy Profile: Minnesota (Aug 29, 2018)
- ➔ VLP Partner Melissa Krasnow Was a Contributor to the U.S Regulatory Update in Aon Canada’s State of the Market – Cyber and Privacy Liability (Jul 18, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “Yahoo’s \$80M Data Breach Settlement Gets Preliminary OK (1)” (May 17, 2018)
- ➔ VLP Partner Melissa Krasnow Selected to be a Contributing Practitioner for Bloomberg Law Domestic Privacy Profiles (May 11, 2018)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Nevada Passes New Privacy Notice Law” (Apr 6, 2018)



- ➔ VLP Partner Melissa Krasnow Authors “A Primer on Personal Data Breach Reporting Under the European Union’s General Data Protection Regulation” for Bloomberg Law (Mar 26, 2018)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Application of EU’s General Data Protection Regulation” (Mar 9, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “SEC Solidifies Liability Risks with Cybersecurity Guidance” (Mar 6, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Directors & Boards Article “Director Liability: Boards are on the Hot Seat over Data Breaches, Illegal Sales Practices and More” (Feb 22, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg Law Article “More Companies Face Securities Fraud Suits After Data Breaches” (Feb 15, 2018)
- ➔ Melissa Krasnow Was a Contributor to the U.S Regulatory Update in Aon Canada’s State of the Market - Cyber and Privacy Liability, in January 2018. (Feb 2, 2018)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “State Breach Notification Laws: Personal Information Definition” (Feb 1, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Intel, AMD Chip Flaw Backlash Exposes New Liability Risks” (Jan 29, 2018)
- ➔ VLP Partner Melissa Krasnow Co-Authors Two Resources for Thomson Reuters Practical Law: “Written Information Security Programs: Compliance with the Massachusetts Data Security Regulation” and “Written Information Security Program (WISP)” (Jan 22, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “FTC Sharpens Data Security, Privacy Arrows with VTech Pact” (Jan 16, 2018)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Cybersecurity & Privacy Predictions for 2018” (Jan 3, 2018)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Changes in State Breach Notification and Security Procedures Laws” (Dec 6, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Appleby Data Breach Highlights Law Firms’ Unique Risks” (Nov 13, 2017)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Business Associate Agreement Requirements and Negotiated Provisions” (Sep 20, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg BNA Article “Equifax Data Breach May Prompt Shareholder Derivative Suit” (Sep 13, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Equifax’s Massive Data Breach To Spur Uncharted Legal Woes” (Sep 8, 2017)

- ➔ VLP Partner Melissa Krasnow Quoted in Wall Street Journal Article “What Companies Can Learn From Uber’s Privacy Mistakes”  
(Aug 22, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg BNA Article “Uber Settles FTC Customer Data Security, Privacy Enforcement Action”  
(Aug 16, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Privacy Law Developments that Have Flown Under the Radar”  
(Aug 9, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in American Lawyer Article “The Guide to Handling Breach Notifications Across Jurisdictions”  
(Aug 7, 2017)
- ➔ VLP Partner Melissa Krasnow is a Contributor to the Online Trust Alliance 2017 Online Trust Audit and Honor Roll  
(Jun 21, 2017)
- ➔ VLP Partner Melissa Krasnow Featured in Financial Executives International Daily Article “5 Steps to Prepare for the Inevitable Cyber Security Attack”  
(Jun 19, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Twin Cities Business Article “Trump’s Legal Shadow”  
(Jun 1, 2017)
- ➔ VLP Partner Melissa Krasnow’s Bloomberg BNA article, “Director Cybersecurity Risk Oversight and Actions,” Quoted in Berkeley Law Draft White Paper – Current Trends in Cybersecurity: Board Liability & Best Practices  
(May 22, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Bloomberg BNA Article “Home Depot Builds a Data Breach Settlement Blueprint”  
(May 3, 2017)
- ➔ VLP Partners Melissa Krasnow and Michael Whitener Co-Author Bloomberg Law Article “A Brief Overview of Privacy and Data Security Developments to Watch”  
(Mar 21, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “FTC’s Smart-TV Privacy Settlement Unlikely to See an Encore”  
(Feb 7, 2017)
- ➔ VLP Partner Melissa Krasnow Quoted in San Francisco Chronicle Article “FamilyTreeNow Shreds Privacy, But Founder Remains Elusive”  
(Feb 6, 2017)
- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Cyber-Security Event Recovery Plans”  
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- ➔ VLP Partner Melissa Krasnow Authors Bloomberg BNA Article “Developments in Director Oversight of Cybersecurity Risk”  
(Jan 9, 2017)
- ➔ VLP Partners Melissa Krasnow and David Goldenberg Featured in Minnesota Lawyer Article “Firm Has No Offices But a Big Platform”

(Jan 5, 2017)

- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Institute Article “Guidance on Ransomware”  
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- ➔ VLP Partner Melissa Krasnow Quoted in Law360 Article “Privacy Legislation and Regulation to Watch in 2017”  
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## Blog Posts

- ➔ VLP Partner Melissa Krasnow Quoted in Wall Street Journal Pro Cybersecurity article “Kenvue Revamps Cyber Tools After Spinoff From J&J”  
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- ➔ VLP Partner Melissa Krasnow Authors International Risk Management Article “VCDPA: Assessments, De-identified Data, Enforcement, and Exceptions”  
(Mar 23, 2021)
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