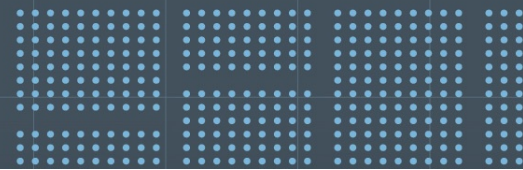


DATA PRIVACY



PRACTICE CONTACTS

Branko Jovanovic

Michael Kheyfets

RELATED CAPABILITIES

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Organizations of all sizes and across industries face persistent and evolving threats against the security of their confidential and sensitive data. When a data breach occurs, our economic experts are uniquely positioned to help.

Expert economic analysis can inform questions that arise in data breach class actions, matters resulting from alleged misuse of consumers' private information, and FTC investigations. Edgeworth economists are certified by the International Association of Privacy Professionals (IAPP) and have extensive experience working with voluminous and complex data sets ranging from point-of-sale transactions to personally identifiable information (PII).

Applying economic theory and rigorous economic and statistical analysis to large and complex data sets, our experts assist clients with answering questions that are fundamental to assessing whether actual injury resulted from disclosure or misuse of private information, determining financial exposure, and assessing damages.

PUBLICATIONS

Analyzing Biometric Data Privacy Class Action Settlements
Published Article, *Bloomberg Law*, 04.12.2024

What Is the Value of Personal Information? Quantifying the Harm Caused by Data Privacy Breaches
Our Curious Amalgam, 01.10.2023

Value of Personal Information Theories in Data Privacy Class Actions
Published Article, *Bloomberg Law*, 09.19.2022

Obstacles To Defining Injury, Class In Cyberattack Suits
Law360, 06.09.2021

Benefit of the But-For Bargain: Assessing Economic Tools for Data Privacy Litigation
Journal of Technology Law & Policy, 05.28.2019

EDGEWORTH INSIGHTS

Analyzing Biometric Data Privacy Class Action Settlements
Blog, *Bloomberg Law*, 04.12.2024

What Is BIPA and Why Does It Matter?
Blog, 09.07.2023

SPEAKING ENGAGEMENTS

The 51st Research Conference on Communications, Information and Internet Policy
Presentation, Washington, DC, 09.23.2023

NEWS

Edgeworth Economics Announces Formal Launch of Consumer Protection Practice
Press Release, 09.12.2023

Consumer Protection Expert Economist Dr. Branko Jovanovic Joins Edgeworth Economics as Partner
Press Release, 06.28.2023