



Carly S. Penner CIPP/US

Associate

New Jersey

T: +1 973.597.2516 | F: +1 973.597.2400

cpenner@lowenstein.com

Carly's practice focuses on privacy and cyber security law issues. Organized, highly efficient, and a quick study on even the most complex subject matter, Carly is able to balance the many details of a client matter while keeping it on track and moving toward a favorable solution.

Prior to joining the firm, Carly was an associate working in real estate finance. She handled matters involving repurchase facilities, assignment agreements for loans pledged as collateral, and analysis of corporate organizational structures.

While in law school, Carly was a summer associate for a commercial law firm in Japan. She also served as a research assistant to Professor Margaret H. Lemos at Duke University School of Law. Prior to entering law, she was a visiting scholar at the London School of Economics; a parliamentary intern for Pauline Latham, MP; and a research assistant for Professor James Gross at Cornell University.

Carly's dedication to pro bono law includes conducting research and drafting memoranda and briefs for asylum cases. She has also researched gun control issues and assisted a nonprofit that provides previously incarcerated women with housing and career assistance. Carly served as an intake intern at the American Civil Liberties Union of New Jersey and as a victim advocate for the Special Victims Unit in the Office of the DeKalb Solicitor-General in Decatur, Georgia.

NEWS & INSIGHTS

Publications

> October 16, 2019

"California Attorney General Releases Draft Regulations Under the California Consumer Privacy Act: New Concepts, New Questions, and Few Clarifications," *Privacy & Cybersecurity Client Alert*

Mary J. Hildebrand CIPP/US/E, Matt Savare, Edgar R. Hidalgo CIPP/US, Manali Joglekar CIPP/US/E, Diane Moss, Carly S. Penner CIPP/US

> September 19, 2019

"California Lawmakers Finalize the California Consumer Privacy Act ... at Least for Now," *Privacy & Cybersecurity Client Alert*

Mary J. Hildebrand CIPP/US/E, Edgar R. Hidalgo CIPP/US, Diane Moss, Carly S. Penner CIPP/US

In the Media

> January 6; January 24, 2020

Lowenstein's role representing independent private equity firm **NexPhase Capital, LP** in its newly announced strategic partnership with DealerOn, Inc., a leading website and digital marketing company serving the retail automotive industry, was mentioned in **citybizlist**, **Automotive News**, **The Banks Report**, **Cision PR Newswire**, and **AutoSuccess**. The Lowenstein deal team included **Christopher C. Henry**, **Andrew P. Erdmann**, **Alexander Brooks**, **Matt Savare**, **Theodore C. Sica**, **Michael Walutes**, **Julie Levinson Werner**, **Eric Jesse**, **Megan Monson**, **Bianka V. Barraza**, **Chelsea P. Ferrette**, **Carly S. Penner**, **Bryan Sterba**, **Matthew Tippy**, **Vikram Paul**, and **Serena Ward**. **View Lowenstein's news announcement about this transaction.**

> November 18-26, 2019

Lowenstein's representation of **The Estée Lauder Companies Inc.** in its acquisition of the shares that the company does not already beneficially own in Have & Be Co. Ltd., the Seoul-based, global skin care company behind Dr. Jart+ and men's grooming brand Do The Right Thing, is noted in **Mergers & Acquisitions**, **Yahoo! Finance**, **Digital Commerce 360**, **PYMNTS.com**, the **Global Legal Chronicle**, **The Deal (article; deal listing)**, **Law360**, **Business Wire**, **Bloomberg**, and **The Beauty Influencers**. Led by partner **Marita A. Makinen**, the Lowenstein deal team includes **Gina M. Seong**, **Darren Goodman**, **Doreen M. Edelman**, **Mary J. Hildebrand**, **Matt Savare**, **Michael Walutes**, **Jack Sidorov**, **Abbey E. Baker**, **Kate Basmagian**, **Manali Joglekar**, **Taryn E. Cannataro**, **Sophia Mokotoff**, **Carly S. Penner**, **Bryan Sterba**, and **Matthew Tippy**. (*subscription required to access article*) **View Lowenstein's news announcement about this transaction.**

> November 11; November 14, 2019

Lowenstein Sandler's representation of **ZMC** in its investment in **CommentSold, Inc.** is noted in **The PE Hub Network**, **Business Wire**, **Financial News**, and the **Global Legal Chronicle**. The Lowenstein team included **Steven E. Siesser**, **Lesley P. Adamo**, **Elisia M. Klinka**, **Darren Goodman**, **Julie Levinson Werner**, **Anita L. Chapdelaine**, **Nicole Rae Morales**, **Nicole Stefanelli**, **Megan Monson**, **Eric Jesse**, **Sophia Mokotoff**, **Carly S. Penner**, **Bryan Sterba**, **Manali Joglekar**, **Mark P. Kesslen**, **Daniel A. Suckerman**, **Kimberly E.**

Lomot, and **Doreen M. Edelman**. *View Lowenstein's news announcement about this transaction.*

> November 9, 2019

Lowenstein's representation of **W20**, the leading independent provider of analytics-driven, digital-first marketing communications to the health care sector, in the acquisition of Arcus Medica, a recognized leader in medical and scientific communications, highlighted in the **Global Legal Chronicle**. The Lowenstein deal team included **David L. Goret, Marita A. Makinen, Andrew P. Erdmann, Matthew Tippy, Eugene R. Cheval, Tracy F. Buffer, Michael Walutes, Sophia Mokotoff, Megan Monson, Matt Savare, Bryan Sterba, Mary J. Hildebrand, Manali Joglekar, Carly S. Penner, Amy Komoroski Wiwi**, and **James C. Shehan**. *View Lowenstein's news announcement about this transaction.*

> September 20, 2019

Mary J. Hildebrand is featured in an article on **TVNewsCheck** spotlighting her presentation at the conference **Media Outlook 2020**, which expanded upon an article written by Hildebrand and **Carly S. Penner** for the Media Financial Management Association's magazine, **The Financial Manager**. Hildebrand explains how the United States differs from Europe and certain other countries in that it does not have a set of federal laws addressing privacy and cybersecurity generally and that federal laws here are industry-specific. Although the Federal Trade Commission is the de facto regulator of many online activities, including privacy and security standards, companies must now consider 50 different state data breach laws, plus Guam, Puerto Rico, and the Virgin Islands. California and Nevada have also adopted comprehensive data protection laws, and more states are considering similar legislation.

EDUCATION

- > Duke University School of Law (J.D. 2017); LEAD Fellow; online editor, *Duke Journal of Comparative & International Law*
- > Cornell University (B.S. 2014); Golden Key Honors Society

ADMISSIONS

- > New York
- > New Jersey