

Meghan K. Farmer

Partner

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Meghan Farmer is Chair of Kilpatrick's Data Privacy Practice and a technology-focused partner who advises high-growth and established companies on AI governance, digital products, data strategy, online advertising, and evolving privacy and platform-related risk. Meghan leverages more than 15 years of experience to counsel technology companies, product teams, and business leaders on the legal and operational challenges that arise when AI, digital products, data strategy, and evolving regulatory requirements intersect. Meghan provides practical, business-oriented guidance to in-house counsel, executives, product, engineering, marketing, and cross-functional teams on issues involving AI governance, digital advertising, online tracking technologies, product development, and data-related risk. She also brings significant in-house experience advising senior leadership and boards of directors on complex data, platform, and technology strategy matters.

Meghan specializes in AI, product, privacy and data strategy counseling, and co-leads Kilpatrick Connect. She advises technology companies, digital platforms, and businesses across a range of industries on the development, launch and scaling of AI-enabled and data-driven products and services. Meghan regularly partners with product, engineering, marketing, legal and executive leadership to evaluate regulatory, operational, privacy and litigation risks associated with digital products, online advertising, online tracking technologies, biometrics, artificial intelligence and emerging technologies.

Her practice focuses on helping companies integrate practical governance frameworks into product development and business operations while supporting innovation and growth. She counsels clients on AI governance, data monetization strategies, privacy-by-design implementation, digital advertising ecosystems, global privacy compliance, and evolving regulatory expectations impacting both consumer-facing and enterprise technologies. Meghan also advises clients on strategic transactions involving AI, SaaS, advertising technology,

and data-intensive businesses. In M&A transactions, she assists buyers and sellers with privacy and AI diligence, transaction risk assessment, remediation planning, and post-closing integration strategy.

Before rejoining the firm, Meghan served as Deputy General Counsel overseeing Global Product Privacy at a publicly traded financial services company in Atlanta. She also held the role of Vice President of Legal, Privacy, and Data Protection at a leading email marketing and automation provider. Previously, Meghan was a senior associate in the firm's Technology, Privacy & Cybersecurity practice, focusing on U.S. and global privacy, data strategy, cross-border transactions, product privacy compliance, and biometrics.

Earlier in her career, Meghan was Senior Manager of Privacy Operations at a pharmaceutical distributor in Alpharetta, where she developed and implemented privacy programs and policies for the company's technology business units. She also gained practical experience as a Senior Consultant at the Virginia offices of top global audit and advisory firms and as a Privacy Analyst at a global research management society.

Meghan was recognized in 2025 and 2026 for Technology Law and again in 2027 for both Technology Law and Privacy and Data Security Law by *The Best Lawyers in America*®.

Experience

AI Product Counseling and Risk Strategy: Advises companies on the development, launch, and scaling of AI-enabled and data-driven products and features, including generative AI tools, facial recognition, object detection, automated content generation, video monitoring technologies, tax preparation platforms, and customer-facing AI applications.

AI and Privacy Governance and Operational Frameworks: Counsels clients on enterprise AI and privacy governance, risk management, and operational oversight, including the development of governance frameworks, risk assessment procedures, acceptable use policies, and controls aligned with global regulations.

Product, Advertising, and Digital Platform Counseling: Advises product, engineering, legal, and marketing teams on privacy, digital advertising, online tracking technologies, biometrics, and data monetization strategies associated with consumer-facing and enterprise technologies.

AI and Privacy Regulatory Strategy: Guides clients through evolving U.S. and global privacy and AI regulatory requirements, including development of global legislative tracking initiatives, executive and board-level education materials, and practical implementation strategies for emerging AI and data governance obligations.

Data Strategy and Privacy Program Development: Helps organizations design and operationalize scalable privacy and data governance programs, including privacy-by-design integration, risk mitigation strategies, data subject rights processes, and cross-functional governance structures supporting product development and business operations.

Website and Online Tracking Risk Assessments: Conducts technical and legal assessments of websites, mobile applications, and digital ecosystems to identify and mitigate risks associated with cookies, pixels, session replay technologies, ad tech vendors, online tracking technologies, consent mechanisms, and evolving litigation and regulatory exposure.

AI Use Case Review and Product Counseling: Extensive experience advising clients on the development, implementation, and legal implications of AI-driven products and features, including facial recognition, object detection, email content generation, video monitoring, tax preparation tools, and customer-facing AI features.

Privacy and AI Governance and Policy Development: Expertise in creating privacy and AI policies, risk assessment procedures, and governance frameworks, including compliance with the NIST AI Risk Management Framework and drafting Generative AI policies for organizations.

Privacy and AI Legislative Tracking and Education: Development of AI legislation trackers for global compliance and preparation of educational materials, such as bulletins and presentations, to inform legal teams and stakeholders about emerging AI laws and trends.

Counseling on Privacy and AI Compliance: Advising clients on privacy and AI compliance, including operationalizing data subject requests, and addressing legal concerns related to the integration of AI tools within business operations.

Website Compliance: Conducting website audits to help clients identify and mitigate risks related to commonly used tracking technologies.

Education

Catholic University of America Columbus School of Law J.D. (2009)

George Mason University B.A., Communication (2006) *cum laude*, *Dean's List*

Admissions

Georgia (2016)

Maryland (2013)

New York (2024)

Court Admissions

Supreme Court of Georgia

Professional & Community Activities

Certified Information Privacy Manager (CIPM)

Certified Information Privacy Professional – U.S./Government/Europe (CIPP-US/G/E)

Certified Information Privacy Professional - Government (CIPP/G)

Certified Information Privacy Professional - United States (CIPP/US)

Certified Information Privacy Professional- Europe (CIPP/E)

Insights

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Alert

Big Headlines, Modest Impact: Putting the U.S. AI Framework in Context

April 2, 2026

Alert

Ninth Circuit Allows Key Provisions of the California Age-Appropriate Design Code Act to Take Effect; Questions about the Law's Future Remain

March 16, 2026

Alert

Plaintiffs Are Quietly Creating a "Private Right of Action" Under the CCPA - Even Though the Law Doesn't Allow One

February 23, 2026

Events

In-House Counsel Summit

September 25, 2025