

Vita E. Zeltser

Counsel

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Services

Business & Finance
Contracts & Commercial
Agreements
Cybersecurity, Privacy & Data
Governance
Information Technology
Outsourcing
Technology Transactions

Industries

Financial Services
Media & Entertainment
Retail & Consumer Goods

Vita Zeltser focuses her practice on data privacy and security, e-commerce, and information technology.

Prior to joining the firm, Vita was an associate and then senior counsel in the Atlanta office of an international law firm where she was a member of its corporate practice, focusing on privacy, information security, e-commerce, payments, mergers and acquisitions, and general corporate matters. While attending law school, Vita was Articles Editor of the Georgia Journal of Intellectual Property Law, a recipient of the ABA Award for Excellence in Employment Law, and a Legal Research and Writing teaching assistant.

Vita is fluent in Russian and has basic knowledge of Ukrainian.

Experience

Special focus on the financial services industry with respect to privacy and security compliance, e-commerce, and payments.

Advising clients with respect to a broad range of privacy and security issues, and developing strategies for compliance with existing and emerging privacy regimes, including the CCPA, GDPR, GLBA, state-specific pre-breach security requirements, BIPA and other biometric privacy laws.

Advising clients on a broad range of e-commerce issues, including preparing website privacy policies and terms of use.

Advising clients with regard to e-payments issues, including compliance with the NACHA Rules, Reg E, PCI DSS and payment card rules.

Preparing and negotiating a wide variety of commercial contracts.

Serving as the privacy subject matter expert on M&A transactions.

Counseling companies affected by data security breaches on complying with U.S. state law and regulatory breach notification requirements and managing the data breach response process.

Education

University of Georgia School of Law J.D. (2004) *magna cum laude*

Emory University B.A. (2001) Philosophy, Minor in Russian, *magna cum laude*

Admissions

Georgia (2004)

Insights

[Perspectives](#)

Data Privacy Day

January 22, 2024

[News](#)

Kilpatrick Townsend Named Law360 Powerhouse

August 23, 2023

[Events](#)

Truist Insurance Group CLE Seminar

May 3, 2023

[Alert](#)

New York City's Biometrics Law Has Teeth

April 17, 2023

[Alert](#)

For Your 2023 Worry List: Anti-Wiretap Class Actions Against Website Operators Surge, But Proper Consent Can Reduce Risk

January 13, 2023