

SUSAN TILLOTSON BUNCH
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FOCUS AREAS

Advertising and marketing law (particularly sweepstakes, contests and other promotions) and data privacy and cybersecurity law.

PROFESSIONAL EXPERIENCE

2020-pres Promotions & Privacy Law LLC, Tampa, Florida – Sole Member
2006-2020 Thomas & LoCicero PL, Tampa, Florida – Founding Partner
1994-2006 Holland & Knight LLP, Tampa, Florida – Partner (1999-2006), Senior Associate (1994-1999)
1992-1994 Feikens, Vander Male, Stevens, Bellamy & Gilchrist, P.C., Detroit, Michigan - Litigation Associate
1990-1992 Hon. Roger Vinson, United States District Judge, N.D. Florida, Pensacola, FL - Judicial Clerk

EDUCATION

1990 JD, FSU College of Law (Summa Cum Laude)
1987 BA, Florida State University (Italian & German) (Magna Cum Laude)

JURISDICTIONS

Current United States Supreme Court, The Florida Bar, Eleventh Circuit Court of Appeals, Northern, Middle and Southern Districts of Florida
Previous Michigan Bar, Federal Circuit Court of Appeals, Sixth Circuit Court of Appeals, Eastern District of Michigan

CERTIFICATIONS

2018-pres Privacy Law Specialist (PLS), American Bar Association (ABA)
2018-pres Certified Information Privacy Professional, Europe (CIPP/E), IAPP
2018-pres Certified Information Privacy Technologist (CIPT), IAPP
2018-pres Certified Information Privacy Manager (CIPM), IAPP
2017-pres Certified Information Privacy Professional, United States (CIPP/US), International Association of Privacy Professionals (IAPP)
1987 Zertifikat Deutsch (ZD) f/k/a Zertifikat Deutsch als Fremdsprache, Goethe-Institut

PRESENTATIONS

2020 Speaker, Cyber Risks Impacting Remote Attorneys, Torts & Insurance Practice Section, Forum on Communications Law, American Bar Association – Via Zoom
2020 Panelist, Hot Topics in Advertising & Promotions, 25th Annual Law Conference, Forum on Communications Law, American Bar Association – Houston, TX

- 2019 Presenter, Cybersecurity & Privacy Pitfalls: The Good, The Bad & The Ugly (CLE), Tampa, FL
- 2019 Presenter, Promotions in 90 Minutes, Association of Corporate Counsel, Orlando Florida Chapter, Orlando, FL
- 2019 Speaker, Cannabis & CBD Advertising, Florida Media Conference, Florida Press Association, St. Petersburg, FL
- 2019 Panelist, Hot Issues in Advertising & Promotions, 24th Annual Law Conference, Forum on Communications Law, American Bar Association – Miami Beach, FL
- 2018 Presenter, Promotion Pitfalls: Maximizing Business Goals, Minimizing Brand Risk, Association of Corporate Counsel, West Florida Chapter, Tampa, FL
- 2016 Speaker, Celebrities, Endorsements & Testimonials, 5th Annual Summit on Digital Advertising Compliance, American Conference Institute, New York City, NY
- 2014 Speaker, Devising a 50-State Plan (Promotions), 3rd Annual Summit on Digital Advertising Compliance, American Conference Institute, New York City, NY
- 2012 Moderator, Anonymous Speech & SLAPP Litigation, Annual Media Law Conference, Media & Communications Law Committee, The Florida Bar, Tampa, FL
- 2011 Smart Promotions for Smart Phones: Exploring the Latest Trends in Mobile Apps and Gamification, 5th Annual Focus on Sweepstakes, Contests & Promotions, American Conference Institute, New York, NY
- 2011 Presenter, Pre-Pub/Pre-Broadcast Committee, Media Law Resource Center, Remote
- 2010 Speaker, Reducing Legal Risks and Advertiser's Liability Through Effective Monitoring of Online Contest Submissions and User Generated Content, 4th Annual Focus on Sweepstakes, Contests & Promotions, American Conference Institute, New York, NY
- 2009 Presenter, Access to Judicial Proceedings and Records Seminar, Lorman Education Services, Tampa, FL
- 2007 Speaker, Sunshine Seminars, First Amendment Foundation, Gainesville, FL
- 2006 Presenter, Newsgathering, Media Law and Ethics Conference, Florida Press Club
- 2006 Moderator, Online Journalism: Big versus Blog, Annual Media Law Conference, Media & Communications Law Committee, The Florida Bar – Tampa, FL
- 2006 Presenter, Copyright & Plagiarism, Association for Education in Journalism and Mass Communication, Poynter Institute, Gainesville, FL
- 2004 Speaker, Advanced Internet Seminar, National Business Institute, Tampa, FL
- 2004 [Presenter, Legal Issues for Technology: A Few Things to Keep in Mind, Florida Educational Tech Conference, Florida Association of Educational Data Systems, Palm Harbor, FL](#)
- 2004 Speaker, Legal Challenges of the Media in the 21st Century, Inter American Press Association, Miami, FL
- 2003 Speaker, Reporters' Privilege and Fringe Media, Media & the Law Conference, University of Kansas, Lawrence, KS
- 2003 Speaker, Advanced Litigation & Civil Practice Update, Tampa Bay Paralegal Association, St. Petersburg, FL
- 2003 Guest Lecturer, IP, Technology, Monitoring & Privacy Issues, Knowledge Management, University of Tampa, Tampa, FL

- 2003 Presenter, Media Relations for Government Officials in Florida, Lorman Education Services, Tampa, FL
- 2002 Speaker, Cyberliability Seminar, Tampa, FL
- 2001 Presenter, Law of the Internet, National Business Institute, Orlando, FL
- 1999 Panelist, Applying Old Law to a New World/Business as Usual, Communications Decency Act & Media, Annual Media Law Conference, Media & Communications Law Committee, The Florida Bar, St. Petersburg, FL
- 1997 Guest Lecturer, Media Law, University of South Florida, St. Petersburg, FL

PUBLICATIONS

- 2023 Author, Electronic Marketing in Florida, OneTrust Guidance
- 2018 [Author, It's 10 P.M. \[Somewhere\]—Do You Know Where Your Data Is? The Woman Advocate Newsletter, Fall 2018, Vol. 25, Issue 1 \(ABA\)](#)
- 2017 FTC recommends modifying draft “Elements of Updatibility” for IoT Devices
- 2017 Are Talking Tom & Alexa COPPA-compliant? FTC says privacy rules apply to voice-activated toys & IoT devices
- 2017 Court says “phooey” on GUI and opens door to federal class action against Uber
- 2014 Author, Legal implications of contest & sweepstakes in select countries of the Caribbean, Central & South America, Conference Material for Legal Issues Concerning Hispanics and Latin America Media, Media Law Resource Center
- 2012 Author, Legal Screenshots for Interactive, Integrated Campaigns, 2012 Annual Classic Guide to Mobile Advertising (Mobile Marketing Association)
- 2011 [Co-Author, FOI Toolbox: Developing a Public Record Paper Trail: Hope for Cooperation, Anticipate Litigation \(Feb. Author, 2, 2011\), The Quill \(Society of Professional Journalists\)](#)
- 2010 [Author, Suits Reveal Pattern of Overbilling by ME Districts, Backpage, The Brechner Report \(The Brechner Institute\)](#)
- 2007 Author, Florida Appeals Court to Hear Online Libel Case: Will Decide If Retraction Statute and Single Publication Rule Apply Online, Media Law Letter, Media Law Resource Center
- 2007 Author, Florida Appeals Court Decides Injury Alone Caused by Tortious Act Committed Outside State Does Not Satisfy Long-Arm Jurisdiction, Media Law Letter, Media Law Resource Center
- 2005 Author, “Tree Sitting” Constitutes Protected Free Speech
- 2003 Author, Online Sweepstakes: Don't Wager a Guess, Take Note Before You Promote
- 2000 [Author, Something Old, Something New, Something Borrowed... Marriage of New Technologies with Traditional Jurisprudence, Litigation Magazine Vol. 26 No. 2 at 39-43 \(ABA Winter 2000\)](#)
- 1998 Editor, M. Sableman, Publish Here, Peril There? TIPS Newsletter (ABA Communications Forum, Tort & Insurance Practice Section)
- 1989 Note, SUMMARY JURY TRIALS: SHOULD THE PUBLIC HAVE ACCESS? 16 F.S.U. L. Rev. 1069 (1989)
- 1998-2015 [A Reporter's Guide to a Civil Lawsuit, Reporter's Handbook \(The Florida Bar Media and Communications Law Committee\)](#)

PROFESSIONAL ACTIVITIES

- 2020-2021 Member, KnowledgeNet Central Florida, IAPP
- 2019-2020 Member, Advisory Board, Privacy Bar Section, IAPP
- 2018-2020 Member, Privacy Law Specialist Certification Committee, International Association of Privacy Professionals (IAPP)
- 2018-pres Member, Privacy Engineering Section, IAPP
- 2017-pres Member, Women Leading Privacy Section, IAPP
- 2008 Legal Advisor, JKAWF National Tournament, Phoenix, AZ
- 2007-2012* Member, Advertising and Commercial Speech Committee, Media Law Resource Center
- 2006 Co-chair, Annual Media Law Conference, Media & Communications Law Committee, The Florida Bar
- 2004 Member, Editorial Advisory Board, Hon. P. Siegel, Florida Trial Objections (James Publishing)
- 2002 Co-Editor, Computer Law Journal, Business Law Section, The Florida Bar
- 1997 Vice Chair, Tort & Insurance Law Practice Section, American Bar Association
- 1997-1998 Vice Chair, Tort & Insurance Practice Section, Communications Law Forum, American Bar Association
- 1997-2000 Member, Computer Law Committee, The Florida Bar
- 1996-1997 Editor, The Reporter's Handbook
- 1996-1999 Barrister, William Glenn Terrell Inn of Court, Tampa, FL
- 1995-2016* Member, Media & Defamation Law Committee, American Bar Association
- 1994-1996 District I Character & Fitness Committee, The Florida Bar
- 1994-2016* Member, Media & Communications Law Committee, The Florida Bar
- 1992-1994 Michigan Women's Lawyer Association

**denotes multiple periodic appointments*

AWARDS & RECOGNITION

- 2014-2024 Listed in Florida's Super Lawyers – Media & Advertising, Thomson Reuters
- 2020-2024 Listed in Best Lawyers in America - Privacy & Data Security Law, US News & World Report
- 2020- Listed in Tampa Bay's Top Lawyers, Information Technology, Tampa Magazine
- 1998-2020 Rated AV® Preeminent Peer Review, Martindale Hubbell
- 2019 Nidan (2nd Degree Black Belt), Japan Karate Association
- 2018 Graduate, The FBI Citizens Academy
- 2013-2014 Listed in Tampa's Top Lawyers - Media & Communications, General Practice, Tampa Magazine
- 2012 Listed in Tampa's Top-Rated Lawyers - Civil Rights, Tampa Magazine/ALM
- 2010 Listed in Top Lawyers in Tampa Bay, Tampa Magazine
- 2010-2020 Avvo "10" Rating
- 2007 Listed in Florida's Legal Elite
- 2007 Regional Champion, Women's Black Belt Sparring, South Atlantic Karate Ass'n, Pensacola, FL

- 2006 Shodan (1st Degree Black Belt), Japan Karate Association
- 1998 Listed in Who's Who in American Law, Marquis™ 10th edition
- 1990 National Champion, Women's Pocket Billiards, Association of College Unions Internat'l, Lincoln, NE

COMMUNITY SERVICE

- 2022-pres Volunteer, James A. Haley Veterans Hospital Emergency Department
- 2005-2008 Member, Board of Directors, A Gift for Teaching, Inc.
- 2005-2007 Member, Board of Directors, Champions for Children f/k/a Child Abuse Council
- 2002-2005 Volunteer, Domestic Violence Intake Assistance Project, Bay Area Legal Services
- 1995-2002 Member, Board of Directors, Big Brothers/Big Sisters (Executive Committee 1999-2000)
- 1997-2001 Pro Bono Counsel, Guardian ad Litem Program
- 1995-2001 Certified Guardian ad Litem
- 1993-1994 Member, Pro Bono Panel, Eastern District of Michigan
- 1992-1993 Participant, Medical Educational Legal Law Enforcement Anti-Drug Campaign (Michigan)

PERSONAL ACTIVITIES

- 2017-pres Musician, Fanfare Concert Winds (2018-pres) (Secretary, 2020-2023)
- 2017-2022 President & Chief Instructor, Tampa Bay Shotokan, Inc.
- 2005-2017 Member, Tampa Bay/USF Karate Club

REFERENCES AND WRITING SAMPLES AVAILABLE ON REQUEST