

Alfred R. Brunetti

Principal

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Alfred R. Brunetti is a seasoned counselor who guides clients through the increasingly complex matrix of data privacy and security laws, regulations and guidance impacting business across all industries. Fred combines his in-depth knowledge of existing and emerging privacy laws and best practices with his extensive nationwide litigation and compliance experience to regularly advise clients, both large and small, on all manner of data privacy issues relating to the collection, processing and management of personal information throughout its life cycle.

He leads the firm's Data Privacy Practice Group and is certified by the International Association of Privacy Professionals (IAPP) as both a Certified Information Privacy Professional in the laws of the United States (CIPP/US), a designation evidencing information privacy expertise with advanced concentration in domestic private sector laws, and a Certified Information Privacy Manager (CIPM), a designation evidencing expertise in the creation and management of a comprehensive privacy program.

Fred began his legal career as a law clerk for the Hon. Elaine L. Davis, P.J. Crim., in Hudson County, NJ, and then as an assistant prosecutor in the Union County Prosecutor's Office in Elizabeth, NJ. He is a graduate of Seton Hall University and Seton Hall University School of Law, where he was an award-winning member of the Interscholastic Moot Court Board.

Recognitions

*No aspect of this or any advertisement has been approved by the Supreme Court of New Jersey. For ranking methodologies, please see **here**.*

- International Association of Privacy Professionals (IAPP) - Certified Information Privacy Manager (CIPM); Certified Information Privacy Professional in the laws of the United States (CIPP/US)
- New Jersey Rising Stars® (2014-2016)

Memberships

- International Association of Privacy Professionals
- American Bar Association

- New Jersey State Bar Association
- Association of the Federal Bar of New Jersey
- ABA Intellectual Property Law Division - Member, Trademark, Patent and Copyright subcommittees
- NJSBA Privacy Law Committee – Appointee
- NJSBA Business and Commercial Litigation Committee - Appointee
- NJSBA Cybersecurity and Data Privacy Committee - Appointee
- NJSBA Intellectual Property Law Committee - Appointee

News

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- Porzio, Bromberg & Newman Secures Federal Court Victory Upholding New Jersey's Judicial Privacy Law, 4/29/2026
- Porzio, Bromberg & Newman Adds Seasoned Commercial Litigator and Data Privacy Specialist to Life Sciences Practice, 11/20/2023

Articles

- How Anonymous is Anonymous Enough? Lessons on Longitudinal Health Data from IQVIA's €7 Million Fine for Data Privacy Violations, 10/14/2026
- When Edtech Becomes a Risk (And a Headache): Lessons Schools Can Learn from the Canvas Incident , 5/27/2026
- States Take Aim at Algorithmic and Surveillance Pricing: Maryland Becomes the Latest Warning Sign for Data-Driven Pricing Practices, 5/06/2026
- The Document Your Clients Don't Know They Need: a WISP Bridges the Gap between Data Privacy Concepts and Cybersecurity Realities, *New Jersey Law Journal*, 11/21/2025
- The Regulations Have Landed: A User's Guide to the New Jersey Data Privacy Act's Long-Awaited Draft Regulations, 7/01/2025
- Data Privacy and Security Don't Take a Spring Break: A Relatable Rubric for School Leaders as the School Year Races Toward Summer, 4/30/2025
- FTC Updates Health Breach Notification Rule: New Requirements for Health Apps and Online Services, 8/06/2024
- Porzio Perspectives: Data Privacy & Cybersecurity - Part 1, 3/26/2024
- New Twist or Approaching Tornado: The Remarkably Broad Washington State My Health My Data Act is Almost Here, 2/20/2024
- Behavioral characteristics as a biometric: Something to keep an eye(scan) on - *IAPP*, 2/04/2024

- That's a Baker's Dozen: New Jersey Becomes 13th State to Pass Comprehensive Consumer Data Privacy Legislation, 1/12/2024
- Data Privacy and Cybersecurity - 2023 Year in Review & Looking Ahead to 2024, 1/10/2024

Speaking Engagements

- “Data Privacy and AI Governance: The Four Foundation Documents,” Amzai Virtual Roundtable, 10/29/2026
- “2026 Medtech Compliance Workshop,” AdvaMed, 09/16/2026-9/17/2026
- “Building the Data Privacy & AI Governance Foundation: The Four Documents Every Organization Needs,” Celesq, 4/17/2026
- "Scrambling for Answers: Ethics at the Crossroads of Emerging Tech & Data Privacy," Porzio's 9th Annual Ethics & Eggs CLE Seminar, 12/11/2025
- "Data Privacy Year in Review and Beyond: A Guide for In House Counsel," Celesq, 12/09/2025
- "2025 Medtech Compliance Bootcamp," AdvaMed, 9/16/2025-9/17/2025
- "What the Compliance Professional Needs to Know and Do About Data Privacy," Society of Corporate Compliance and Ethic, 24th Annual Compliance & Ethics Institute, 9/15/2025
- "Hot Topics & Ethics on Data Privacy, Cybersecurity & AI," Monmouth Bar Association, 9/11/2025
- "Balancing Innovation and Compliance in the Data Privacy Matrix," Life Sciences Symposium Presented by Porzio, 5/20/2025
- "Knowledge Exchange: NJ Data Privacy Act (NJDPA)," Bergen County Chamber of Commerce, 5/14/2025
- " Case Studies in Data Protection and Cyber Security," 2nd Annual PorzioCS Safety, Security & Investigations Symposium, 5/08/2025
- "Data Privacy's (Unseen) Impact on Your Clients, On Your Practice and Beyond," New Jersey Association for Justice, Boardwalk Seminar 2025, 4/30/2025
- "2025 Compliance Mid-Year Check In," Advanced Medical Technology Association, 4/09/2025
- "Securing Your Practice: Everyday Data Privacy and Cybersecurity Concerns for Solo and Small Law Firms," New York Women's Bar Association, 2/13/2025
- "Navigating the AI Maze: Data Privacy Insights and Compliance Strategies," Porzio's Puerto Rico Legal & Compliance Summit, 2/04/2025
- "How To Best Tackle Data As a Currency," The Fintech Virtual Lunch, 1/15/2025
- "The 2025 Class of Data Privacy Laws: What They Are and How to Best Prepare for Them," Porzio Webinar, 12/11/2024
- "Cracking the Code of Data Privacy: Ethical Approaches to Handling Sensitive Information," Porzio's 8th Annual Ethics & Eggs CLE Seminar, 12/05/2024

- "Hot Topics in State Law Compliance," 25th Annual Pharmaceutical and Medical Device Ethics and Compliance Congress, 10/29/2024
- "Data Privacy: Whose Data is it Anyway?," 16th Annual Porzio Employment Law Forum, 10/01/2024
- "Patient Data Sharing and Privacy Requirements for Specialty Pharmaceuticals," Compliance Congress for Specialty Products, 9/24/2024
- "Medtech Compliance Bootcamp," AdvaMed, 9/10/2024-9/11/2024
- "The Data Privacy Landscape Today and Tomorrow: What In-House Counsel Need to Know," In-House Connect Data Privacy Series, 7/22/2024
- "NJ Data Privacy Act: What It Means for Your Business," Morris County Chamber of Commerce, 7/18/2024
- "A Practical Approach to Addressing Privacy in Life Sciences," Informa Pharmaceutical Compliance Congress, 4/18/2024
- "The Interconnection between AI and Data Privacy," Insights & Outlook - AI and Its Impact on Business, New Jersey Business & Industry Association, 3/14/2024
- "Privacy in Life Sciences: The Why's and How's for Incorporating Privacy into Your Healthcare Compliance Program," Porzio Webinar, 2/27/2024

Media Mentions

- “Data Brokers Can't Pause Judicial Privacy Law Fight,” *Law360*, 8/27/2026
- "Tractor Supply Enforcement Moves Privacy Beyond Consumers," *Privacy Daily*, 10/03/2025
- "1 Year In, Firms Grapple With Scope Of Wash. Health Data Law," *Law360*, 5/27/2025
- "Allstate Unit Data Breach Row Signals Shifting Cyber Risks," *Law360*, 3/13/2025
- "Hospital Web-Tracker Clash Highlights Enforcement Challenge," *Law360*, 8/27/2024
- "We're in the Wild West of AI," *New Jersey Business Magazine*, 06/2024
- "Mind Your Business: Wash. Privacy Law Ignites National Prep," *Law360*, 4/03/2024
- "New Partners Yearbook," *New Jersey Law Journal*, 3/05/2024
- "Utah Lawmakers Prepare Rewrite of Teen Social Media Restrictions," *Bloomberg Law*, 2/14/2024
- "Social Media Is Now A 'Product,' But Forget New Regs In 2024," *Law 360*, 2/09/2024
- "Behavioral characteristics as a biometric: Something to keep an eye(scan) on," *International Association of Privacy Professionals*, 2/05/2024
- "What To Watch As Drive To Protect Kids Online Heats Up," *Law360*, 1/17/2024
- "Governors Keep Pushing Social Media Laws Despite Legal Setbacks," *Bloomberg Law* , 1/11/2024

- "Porzio, Bromberg & Newman Names Alfred (Fred) Brunetti to Life Sciences Practice," *Health and Beauty Close-up*, 11/29/2023
- "Porzio, Bromberg & Newman Names Alfred (Fred) Brunetti to Life Sciences Practice," *Professional Services Close-up*, 11/28/2023
- "On the Move and After Hours: K&L Gates; Porzio; Capehart Scatchard; Sherman Atlas; Sills Cummis," *New Jersey Law Journal*, 11/22/2023
- "Porzio, Bromberg & Newman adds former McElroy, Deustch litigator and data privacy specialist to life sciences practice," *ROI New Jersey*, 11/21/2023
- "Porzio Bromberg Lands McElroy Deutsch Data Privacy Pro," *Law360*, 11/20/2023

Practices

- Data Privacy
- Life Sciences Legal, Regulatory & Compliance

Area of Focus

- Pharmaceutical, Medical Device & Biotech

Industries

- Life Sciences

Bar Admissions

- New Jersey
- New York

Court Admissions

- United States Court of Appeals, Third Circuit
- United States District Court, District of New Jersey
- United States District Court, Eastern District of New York
- United States District Court, Southern District of New York

Education

- *Seton Hall Law School*
  J.D., 2002

Alfred R. Brunetti Cont.

- *Seton Hall University*
  B.S., 1998
  cum laude