

# Snell & Wilmer

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## Brandon Roper

Senior Attorney | Boise

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### Main Bio

Brandon Roper helps clients navigate a variety of matters related to law and technology. His practice focuses on corporate and technology transactions with an emphasis on technology, e-commerce, corporate, software, data use and cybersecurity.

### Technology

As former in-house counsel for a technology company, Brandon has extensive experience working hand-in-hand with executives in all aspects of running a tech business. He has experience advising businesses as they develop and implement go-to-market strategies for new technology products. His work includes product development consulting, drafting, reviewing, and negotiating complex commercial agreements including software as a service (SaaS), licensing, consulting and professional services.

### Data Privacy and Compliance

Brandon advises clients on navigating the risks associated with personally identifiable data (PII) and commercial transaction data to develop effective strategies for ensuring cybersecurity compliance and lawful use of data. He regularly advises clients on data privacy regulatory requirements related to the EU GDPR and the California Consumer Privacy Act (CCPA). Brandon also has experience advising companies through the process of becoming compliant with the Payment Card Industry Data Security Standard (PCI DSS).

### Corporate

Brandon advises companies on a variety of commercial contracting matters. He has experience negotiating supplier and vendor agreements, event and sponsorship agreements and real estate leases. He also advises companies through the merger and acquisition process (M&A) and employment matters.

### Education

- University of Denver, Sturm College of Law (J.D., 2010)
- University of Denver, Daniels College of Business (M.B.A., 2010)
- Brigham Young University (B.A., Economics & Political Science, 2007)

### Languages

- Portuguese

### Professional Memberships & Activities

- State Bar of Idaho

## **Representative Presentations & Publications**

- "AI and Data Privacy: What Corporate Attorneys Should Know," Co-Presenter, Idaho State Bar Business and Corporate Law Annual CEL (June 4, 2024)
- "Ethical Considerations for Use of AI in Law Firms," Idaho State Bar Business and Corporate Law Annual CEL (June 4, 2024)
- "[Privacy Shield 2.0 What's Next for International Data Transfers?](#)," Co-Author, Snell & Wilmer Legal Alert (January 17, 2023)
- "[Employee and B2B Exemptions Under CCPA Expire January 1, 2023: What Employers Should Be Thinking About To Prepare](#)," Co-Author, SW Legal Alert (September 29, 2022)

## **Previous Professional Experience**

- Kount, an Equifax Company, Legal Counsel (2016-2022)
- Scentsy, Inc., Legal Counsel (2010-2016)

## **Bar Admissions**

- Idaho

## **Court Admissions**

- Supreme Court of Idaho

## **Client News**

- Snell & Wilmer Advises Federal Software Provider Integrated Data Services in Its Sale to Private Equity Firm Arlington Capital Partners