



# Mark G. McCreary, CIPP/US, CIPT

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Co-Chair of the firm's Artificial Intelligence Practice and former Co-Chair of its Privacy & Data Security Practice, Mark works with businesses to develop, deploy and use new technologies in responsible, ethical and legal manners.

He also serves as the firm's Chief Artificial Intelligence & Information Security Officer, helping develop and implement the firm's AI and information security strategy.

Clients seek out Mark to bridge the gap between a company's C-suite and its information technology professionals. In his practice, he:

- Assists with regulatory compliance, helping companies stay ahead of evolving domestic, international, and industry-specific regulations. He vets vendors, performs AI audits, conducts data protection impact assessments, and assists with obtaining relevant disclosures and consents.
- Safeguards AI innovations and other intellectual property, working with colleagues on patent applications, trademark registrations and trade secret protection.
- Negotiates and drafts tailored contractual agreements that mitigate risks and clearly define the rights and responsibilities of all parties involved.
- Promote transparent and fair guidelines designed to encourage the adoption of ethical AI
- Develops and implements robust data protection strategies.
- Lead workshops, seminars and resources regarding the latest legal developments in the AI space.
- Conducts tabletop exercises and data security training for clients, organizations and industry groups
- Prepares Written Information Security Programs (WISP), Incident Response Plans (IRP), Retention Policies, Data Protection Agreements and other privacy and security-related documents
- Prepare and review privacy policies (both intracompany and consumer-facing)
- Aggressively defend the rights of clients involved in litigation, whether the matter involves patent infringement, contractual disputes or regulatory challenges.

Because the universe of data security and privacy laws, rules and regulations is broad and continually expanding, Mark firmly believes that advising on these issues must be a core focus of an attorney's practice and not a side job. As such, he diligently stays current on the latest developments in the ever-changing fields of privacy and data security law. He is CIPP/US, CIPP/E and CIPT certified by the International Association of Privacy Professionals and is well versed on a full range of privacy issue, including:

- California Consumer Privacy Act (CCPA), California Privacy Rights Act (CPRA), and other recent state laws

- General Data Protection Regulation (GDPR)
- Gramm-Leach-Bliley Act (GLBA)
- Fair Credit Reporting Act (FCRA)
- Health Insurance Portability and Accountability Act (HIPAA)
- Health Information Technology for Economic and Clinical Health (HITECH) Act
- Children's Online Privacy Protection Act (COPPA)

Beyond AI and privacy and data security law, Mark handles various general corporate matters, including negotiation and review of software license agreements, negotiation and review of technology agreements, negotiation and review of copyright, recording and publishing contracts, representation of buyers and sellers in mergers and acquisitions, and procurement advice and contract review with governmental agencies.

Mark also practices intellectual property law and the law of the internet. He counsels clients on a wide range of technology-related matters, including:

- Software licensing and digital data security protection
- Internet hosting, design agreements and data-sharing agreements
- Preparation and launch of website e-commerce stores
- Online transactions
- Product and brand integration with operating systems and related advertising agreements
- Administrative and federal domain name ownership challenge procedures involving the Internet Corporation for Assigned Names and Numbers (ICANN) domain name dispute resolution procedure, the Federal Anti-Cybersquatting Act and anti-cybersquatting claims in general

## Services

- Corporate
- Artificial Intelligence
- Privacy & Data Security
- Automotive
- Incident Response & Privacy Litigation
- Environmental, Social & Governance (ESG)
- Gaming
- Data Privacy Counseling & Compliance
- Technology
- Trademarks
- Trade Secrets & Restrictive Covenants
- Transactional Risk
- Fintech & Digital Assets

## Beyond Fox Rothschild

Mark writes for numerous legal and technology publications and is a frequent media source on artificial intelligence, data privacy and cybersecurity issues.

## Bar Admissions

- Pennsylvania
- New Jersey

## Education

- Southern Methodist University School of Law (J.D., 1998)
- Villanova University (B.A., 1995)

## Memberships

- Attorneys' Liability Assurance Society (ALAS)
  - Co-Chair of the GenAI Working Group
- Philadelphia Bar Association
  - Co-Chair of the Risk Management Committee
- International Association of Privacy Professionals
- Villanova University Paralegal Studies Advisory Committee

## Honors & Awards

- **CIPP/US, CIPP/E and CIPT certified by the International Association of Privacy Professionals**
- **Named "Law Firm Innovator" (2025)**  
*This award is conferred by The Legal Intelligencer. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*
- **Selected to the "Pennsylvania Trailblazers" list (2019)**  
*This award is conferred by The Legal Intelligencer. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*
- **Selected to the "Cyber Security Law Trailblazers" list (2016)**  
*This award is conferred by The National Law Journal. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*
- **Selected to the "Super Lawyers - Rising Stars" list for Intellectual Property in Pennsylvania (2006-2008, 2010, 2013)**  
*This award is conferred by Thomson Reuters. A description of the selection methodology is [available here](#). No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*