Stanton Burke

Associate Attorney

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Houston

Stanton P. Burke is a senior associate and member of the Privacy, Cybersecurity and Data Innovation Group, Artificial Intelligence (AI) Group, Consumer Protection Group, and Public Policy Group. Stanton advises clients on legal, regulatory, compliance, and policy issues with a primary focus on data protection, AdTech, AI, product counseling, regulatory inquiries, and complex data-driven transactions. Stanton has helped countless companies across various industries develop a practical, strategic, and global approach to complying with evolving data privacy laws, deploying AI-enabled products, navigating regulatory risks, and unlocking the value of data.

He has particular experience advising clients on compliance with the FTC Act, the General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), Gramm-Leach-Bliley Act (GLBA), state biometric privacy laws, data broker laws, and other federal, state, and international data privacy and cybersecurity regulations. Having spent over four years working as a secondee with numerous technology companies, including eBay and Meta, Stanton possesses a unique combination of deep technical in-house expertise and practical regulatory and business knowledge, derived from building global privacy programs, advising on product design/functionality, and managing collaborations across client business, product, and legal teams.

Notable representations:

- Restructured privacy policies, terms of use, product-specific FAQs, in-app notices, and website disclosures for several global technology companies, including providing strategic advice to product and engineering teams on necessary interstitials and approaches to maintain flexibility while avoiding misrepresentations.

- Counseled a secure identity and biometrics platform on data privacy, biometrics, and consumer protection laws, including by advising on partnerships and product expansions, data governance, and risk assessments.

- Conducted in-depth interviews and analyzed technical documentation and product architecture for a gig economy company to develop legal strategies addressing FTC allegations related to algorithmic fairness in AI systems integral to the client's business.

- Advised a streaming service platform on the Video Privacy Protection Act, wiretapping laws, and ad targeting cookies in response to class action lawsuits.

- Guided a mid-market startup on its MarTech and AdTech strategy involving targeted and behavioral advertising, and influencer endorsements, including by ensuring compliance with the FTC Act, CAN-SPAM, TCPA, COPPA, ROSCA, and state privacy laws.

- Led and negotiated targeted data protection assessments as part of due diligence for M&A deals, including by evaluating data handling practices and policies,

Capabilities

Privacy, Cybersecurity, and Data Innovation

Administrative Law and Regulatory Practice

Artificial Intelligence

Consumer Protection

Media, Entertainment, and Technology

Public Policy

Tech and Innovation

Credentials

Education

Cornell University - 2019 Master of Laws (LL.M.)

Howard University - 2017 Juris Doctor

Trinity University - 2014 Bachelor of Science

Admissions

California Bar

New York Bar

District of Columbia Bar

Texas Bar

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examining third party relationships and data transfers, security measures, and investigating remediation of past data breaches and incidents.

- Counseled companies across technology, retail, fashion, financial, energy / oil and gas, and critical infrastructure on all aspects of cybersecurity, including reactive data breach response management and notification concerns, as well as proactive and post-incident remediation such as revising information security programs and playbooks, and conducting tabletop exercises.

Prior to joining Gibson Dunn, Stanton was an attorney at another international law firm. He also worked as an attorney at Microsoft, where he advised on intellectual property, data privacy, and telecommunications. During law school, Stanton served as a Law Clerk for Commissioner Clyburn at the Federal Communications Commission (FCC), and also worked on the Global Policy Development team at Facebook.

Stanton earned his LL.M. in Technology from Cornell Law School, and his Juris Doctor from Howard University School of Law. Stanton graduated from Trinity University with a Bachelor of Science in Business Administration. He is admitted to practice law in Texas, California, New York, and the District of Columbia.

Stanton is also a Certified Information Privacy Professional (CIPP), holding both the EU and U.S. data protection certifications granted by the International Association of Privacy Professionals (IAPP). He frequently serves as a panelist and presenter at leading data privacy and security conferences, industry events, and client CLEs, and has guest lectured at Cornell University, Howard University, University of Houston, and UC Berkeley. Stanton also maintains an active pro bono practice, particularly relating to the field and with a focus on nonprofits and startups.

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