Ashley Rogers

Partner

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Palo Alto Dallas



Ashley Rogers is a partner in the Palo Alto and Dallas offices of Gibson Dunn. She is Co-Chair of the firm's Consumer Protection and Privacy, Cybersecurity and Data Innovation Practice Groups and a member of the firm's Technology Litigation Practice Group.

Ashley is a nationally recognized technology-focused practitioner sought out by market-leading global companies to handle their most novel and challenging consumer protection and data privacy matters. She has particular expertise in defending clients in in Federal Trade Commission ("FTC"), Consumer Financial Protection Bureau ("CFPB"), and state Attorneys General investigations and enforcement actions, as well as in class action litigation and advisory matters involving a wide range of consumer protection and data privacy issues.

Ashley is a frequent recipient of industry recognition for her legal expertise. *Chambers USA* and *Chambers Global* both rank Ashley among the top lawyers in Privacy & Data Security: Litigation (2024-2026). In recognizing Ashley, *Chambers* highlights client reports that Ashley's "complete command of all details of a matter, her strategic judgment and her commercial savviness sets her apart," and that she is "second to none in terms of her technical ability." *Legal 500* named Ashley as a key lawyer in the firm's Cyber Law ranking, and *Lawdragon* named her to its 2025 100 Leading AI & Legal Tech Advisors list, 2024 and 2025 500 Leading Global Cyber Lawyer guide, and its 2023 500 X – The Next Generation edition. Ashley was also profiled in *Law.com*'s "Women of Legal Tech" series, which highlights "women with thriving careers" in legal tech, as well as in connection with her recognition as a 2023 *Law360* "Rising Star" for Cybersecurity & Privacy. Ashley was also named to *Benchmark Litigation*'s 40 & Under list in 2023 and 2024, and she was recently recognized as one of *D Magazine*'s Best Lawyers Under 40, an On the Rise honoree by *Texas Lawyer*, a Texas Rising Star by *Super Lawyers*, and a 40 Under 40 business leader by the *Dallas Business Journal*.

A sample of recent and ongoing government investigation matters include:

- Representing top social networking company in multiple nonpublic FTC and state Attorneys General investigations related to third party-information sharing.
- Representing global consumer technology company in responding to nonpublic FTC Order enforcement inquiry related to advertising claims that was closed without further action.
- Representing global energy company in nonpublic FTC investigation of potentially deceptive advertising claims that was closed without conditions.
- Representing leading educational technology company in two nonpublic FTC COPPA and data security investigations, both of which were closed without conditions.
- Representing top social networking company in two nonpublic state Attorneys

Capabilities

Privacy, Cybersecurity, and Data Innovation

Administrative Law and Regulatory Practice

Artificial Intelligence

Class Actions

Consumer Protection

Litigation

Media, Entertainment, and Technology

Robotics

State Attorneys General

Tech and Innovation

Technology Litigation

Credentials

Education

Stanford University - 2012 Juris Doctor

Chestnut Hill College - 2007 Master of Education

Brigham Young University - 2005 Bachelor of Arts

Admissions

California Bar

Texas Bar

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General investigations related to content moderation that resulted in no action.

- Representing global entertainment company in nonpublic FTC investigation of potentially deceptive advertising claims and privacy issues that resulted in no action.
- Representing leading telecommunications company in full-phase FTC investigation relating to the Fair Credit Reporting Act that was closed without conditions.
- Representing global consumer technology company in nonpublic CFPB investigation.
- Representing top social networking company in nonpublic FTC investigation related to disclosures regarding the company's use of consumers' personal information that was closed without conditions.

A sample of recent and ongoing civil litigation matters include:

- Representing top social networking company in putative class action alleging violations of federal and California laws related to third-party data transmissions.
- Representing top social networking company in lawsuit alleging violations of Texas's Capture or Use of Biometric Identifier Act.
- Representing top social networking company in putative class action challenging the accuracy of ad targeting, securing an order denying class certification.
- Representing industry-leading technology company in putative class action alleging violations of federal and California law due to alleged tracking of user locations using mobile devices, obtaining summary judgment in favor of client.
- Representing top social networking company in putative class action alleging violations of federal and California wiretapping laws due to alleged scanning of user communications, obtaining a favorable settlement.

Ashley earned her Juris Doctor degree from Stanford Law School, where she served as a senior editor of the *Stanford Law & Policy Review*, Vice President of Stanford Mock Trial, and President of Street Law, and represented disadvantaged children and families in special education and school discipline matters through the Youth and Education Law Project. She received a Master of Education degree from Chestnut Hill College, and she graduated summa cum laude from Brigham Young University with a Bachelor of Arts degree in English.

Before practicing law, Ashley taught middle school special education in Philadelphia as a Teach For America corps member, and she worked for Teach For America as a Managing Director in Washington, D.C. and Chicago.

Ashley is admitted to practice in the State of Texas, the State of California, the United States District Court for the Northern District of California, and the Ninth Circuit Court of Appeals.

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