

## MVP: Gibson Dunn's Rose Ring

By Isaac Monterose

*Law360 (November 1, 2024, 12:02 PM EDT)* -- Rose Ring, Gibson Dunn & Crutcher LLP's technology and cybersecurity co-chair, represented Meta in several high-profile cases, including the settlement of the U.S. Department of Justice's claims that the social media giant's use of artificial intelligence led to discrimination in housing advertisements, earning her a spot as one of the 2024 Law360 Technology MVPs.

### Why she's a technology attorney:

Ring said that she became a technology attorney because of how the practice is constantly changing due to courts applying old laws when making impactful rulings about new, emerging technologies.

Ring was a history major who had some experience with computer science and coding before starting law school. When she started working as a lawyer, the legal cases that piqued her interest involved lawyers and courts "trying to apply laws that were enacted maybe 50 years before to these new technologies."

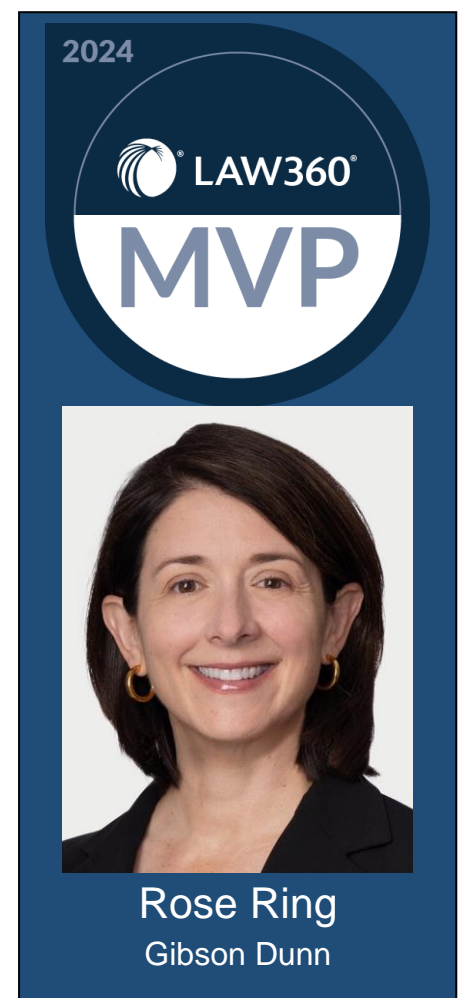
"The legal issues were really interesting on top of the factual issues, which were also interesting," Ring said. "Sometimes, we have a lot of time to understand, but that was another part of what made it interesting."

"You had to talk to engineers and product people and lots of different people in the company to really understand the technology that you were dealing with," she continued. "In short, I just thought that the most interesting issues, both factually and legally for me, were coming up in the technology industry."

### What motivates her as a technology attorney:

Ring said that her main motivation is being a problem-solver for her clients.

"I fundamentally view my role as problem-solving for clients and helping them," she said. "Part of that is



understanding what the issues are, both on the technology, on the law, on the business, and then helping the client understand what the options are so that they can make decisions."

**Her biggest accomplishment over the past year:**

Ring pointed to Meta's June 2022 settlement of the DOJ's discriminatory advertisements suit against the social media giant as her biggest accomplishment over the past year. The settlement was filed on the same day that the DOJ lodged its suit in New York federal court.

The DOJ alleged that Meta used methods such as "trait-based targeting" to push advertisers to choose which Facebook users were shown specific housing advertisements "based on [Fair Housing Act]-protected characteristics that Facebook, through its data collection and analysis, attributes to those users."

Meta agreed to change how it uses its AI advertising technology as part of the settlement, and, as the matter is ongoing, there's an independent review process that will last through 2026.

"At the beginning of that case," Ring said, "I didn't even know what an algorithm was and the discussions with [the] DOJ extended many years and involved truly working together to try to understand what the issues were, what the government's concerns were, and how we might address them."

"Even though we never believed there was any legal claim here, I thought this was a great example of a company working with the government to try to understand what its concerns were and be responsive," Ring added. Ring said that the settlement, which involved algorithms and their functionality, is something that will "be important for many years."

"I think when we were first addressing [this specific algorithm issue], no one had," Ring also said. "It's the very first case to have addressed that issue."

"It took a lot of hard work, a lot of cooperation, and I think the result we reached was a good one," she said.

**Her biggest challenge in the past year:**

Ring told Law360 that her biggest challenge in the past year was having to constantly learn new things.

"These cases involve different types of technology, so you're dealing with different groups of engineers and often there's different laws involved," Ring said. "But that's also the thing that I love about practicing in this area."

Ring added that new technology is "a lot to keep up on."

"Once you learn something, the next issue that comes up involves something totally new," she said. "So you have to start over, learn those issues, the law, and think about how the law applies to those issues. It's challenging, but that's what I love about it."

**Ring successfully defended Meta in federal court against allegations claiming that the company's AI and machine learning algorithm software facilitated the genocide of Myanmar's Rohingya minority. Her feelings about defending Meta from such allegations:**

"These cases are focused on, 'Is there a legal claim?' There is not," Ring said of the proposed class action, which was initially filed against Meta in January 2022 in California federal court. The proposed class action was tossed in January without being able to be amended because the presiding judge ruled that the claims were time-barred.

"When we litigate these cases, obviously courts are only one way to address issues that we have in society, and in this case and many others, the courts are just not the right way to address an issue that's raised," Ring said. "Meta engages with civil society and international organizations on this issue, but when there's a lawsuit brought, the question is, 'Is there a legal claim based on this?'"

The January decision is currently being appealed in the Ninth Circuit, but Ring told Law360, "We strongly believe there's not a legal claim based on the situation."

"My role here is to address the legal case, but, as I said for the larger issue, Meta works with civil society and international organizations, including the [United Nations], to address the issue itself," she said.

#### **Her advice for junior attorneys:**

Ring told Law360 that it's important for junior attorneys to focus on what interests them most.

"There's all kinds of things that you can do in the law, which [is] one of the reasons [why] practicing law is so fun, especially at a firm like Gibson Dunn where there's just so many different things you can do," Ring said.

"The job is hard, and it's demanding," she also said. "In my experience, when you're doing something that you are truly interested in, it makes it so much easier and fun."

*--As told to Isaac Monterose. Editing by Dave Trumbore.*

*Law360's MVPs are attorneys who have distinguished themselves from their peers over the past year through high-stakes litigation, record-breaking deals and complex global matters. A team of Law360 editors selected the 2024 MVP winners after reviewing nearly 900 submissions.*

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