

# Daily Journal

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## TOP 40 UNDER 40 LAWYERS



2025



**ABBEY BARRERA**

GIBSON, DUNN & CRUTCHER LLP

SAN FRANCISCO

**A**bbey Barrera has built her practice at the intersection of privacy, technology and internet law since 2014, focusing on litigation involving emerging digital technologies and evolving legal frameworks.

Her interest in the field began before law school when she heard a talk by Eli Pariser that prompted her to consider the legal issues posed by technological change. "The legal landscape in my field is constantly evolving and I enjoy the

creativity required to litigate novel legal theories," she said.

At Gibson Dunn, Barrera has worked with several mentors who reinforced the importance of collaboration. "One consistent lesson that I've learned is the value of each team member's ideas and perspectives," she said. "It's internal debate and brainstorming that leads us to the best work product for our clients."

Barrera has litigated dozens of putative class actions in recent years, alleging that analytics and chat technologies violate privacy laws, including wiretapping statutes. She has obtained dismissal of some cases, while others remain ongoing.

The matters involve unsettled legal questions that courts nationwide are addressing, with decisions having a broad impact given the widespread use of these technologies in apps and websites. The work presents challenges due to legal uncertainty. "I've had to litigate many issues for which there was either no legal authority or conflicting legal authority," Barrera said. "This requires out-of-the-box thinking and turning to first principles."

In a separate matter, Barrera secured an order denying class certification in December 2024 in a case alleging Meta

improperly received video-viewing information from HBO Max via business tools, including the *Pixel*, *SDK* and *CAPL*. *Rickwalder v. Meta Platforms, Inc.*, 21CV383231 (Santa Clara Super. Ct., filed June 18, 2021).

She is also defending Meta in *Frasco v. Flo Health*, where the court certified only the California Invasion of Privacy Act eavesdropping claim after a ruling that improved Meta's position. Trial is set for July 2025. *Frasco v. Flo Health, et. al.*, 21-cv-00757 (N.D. Cal., filed Jan. 29, 2021).

The constantly evolving legal landscape requires diligence and flexibility, with new decisions issued on a near-daily basis. Barrera tracks these developments while adapting her approach to meet client needs in a shifting regulatory environment.

Looking ahead, Barrera sees artificial intelligence as a defining issue for her practice. The technology is changing how the world works and raising questions relating to privacy, consumer protection, copyright and ethics. Courts and regulators are examining how new and existing legal frameworks can apply to issues posed by AI.

"Addressing these opportunities and challenges will be a central focus of my practice in the years to come," Barrera said.