HUSCH BLACKWELL



# Evan J. Yahng

**ASSOCIATE**

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## OVERVIEW

Evan helps clients address legal, reputational, and regulatory risks by providing practical, straightforward guidance on overlapping and sometimes conflicting privacy, technology, and digital media laws. He advises clients across the lifecycle of personal information—from collection and use to storage, disclosure, and deletion—enabling them to establish responsible data practices, meet compliance obligations, control reputation, and manage risk while advancing business objectives.

Evan counsels clients of all sizes on data privacy, cybersecurity, artificial intelligence (AI), and related technology matters, advising on compliance with state privacy laws such as the California Consumer Privacy Act (CCPA). He also advises clients on compliance strategies with respect to multistate data broker registration and disclosure requirements. He regularly prepares privacy notices and related compliance documentation, including workplace policies addressing privacy risks such as social media, bring your own device (BYOD), and remote work.

Evan's work encompasses emerging technologies and digital rights, including digital replicas, synthetic performers, deepfake technologies, the right of publicity, misappropriation of likeness,

## Industries

Manufacturing
Technology
Transportation

## Services

Advertising & Marketing
Artificial Intelligence
California Consumer Privacy Act
Data Privacy & Cybersecurity
Government Contracts
Labor & Employment
State Privacy Laws

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and related laws such as the TAKE IT DOWN Act. In this capacity, Evan helps individuals and businesses protect their reputation through digital content removal. Whether dealing with doxing, nonconsensual intimate imagery (NCII), negative reviews, harassment, or other forms of harmful internet content, Evan provides legal solutions for clients to regain control of their online presence.

His practice also includes helping organizations prepare for and respond to data incidents, from containment through notification. Evan represents clients in privacy litigation and regulatory matters, including investigations by the Federal Trade Commission and state attorneys general. He has secured favorable outcomes in matters involving the Electronic Communications Privacy Act (ECPA), California Invasion of Privacy Act (CIPA), and Video Privacy Protection Act (VPPA).

Evan counsels public sector entities, government contractors, and educational institutions on privacy and public records laws, including the Freedom of Information Act (FOIA), Privacy Act of 1974, and Family Educational Rights and Privacy Act (FERPA). Before joining the firm, Evan served in the Office of General Counsel for the U.S. Department of Housing and Urban Development, where he conducted legal reviews involving records disclosures, interagency data transfers, proposed privacy and AI legislation, and data collections under the Paperwork Reduction Act. He also clerked at the U.S. Department of Justice.

By combining a deep understanding of privacy, emerging technologies, electronic media, and government regulation with an appreciation for each client's operations and goals, Evan serves as a trusted teammate whom clients know they can call on when they have questions, large and small. He takes pride in being approachable, available, and invested in understanding each client's business.

## Experience

- Conducted multistate analysis of data broker laws across multiple states, including California, New Jersey, Nevada, Texas, Vermont, Oregon, and Connecticut, evaluating statutory triggers for data broker status, registration costs, and penalties for noncompliance to guide corresponding legal advice.
- Analyzed legal risks arising from a data broker client's vetting of third-party contractors under federal FTC enforcement precedent and state dark-pattern regulations.
- Secured voluntary dismissals of claims under the California Invasion of Privacy Act (CIPA) by demonstrating that plaintiffs' allegations regarding third-party website tracking technologies lacked factual support.

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## Experience

- Counseled clients on responding to Data Subject Access Requests (DSARs) and similar consumer privacy rights requests. Analyzed the applicability of state privacy statutes, coordinated records searches, and prepared responses to requests for access, deletion, correction, and data portability, including by resolving matters efficiently where legal obligations did not apply or no responsive records existed.
- Prepared consent forms, corporate policies, and corresponding legal advice regarding the use of employees' and consumers' name, image, likeness, and voice (NILV) in marketing materials and on social media.
- Represented clients in communications with state attorneys general and consumer protection agencies following data breaches and in connection with privacy law enforcement inquiries. Responded to preliminary investigative requests and successfully persuaded regulators to forego or discontinue formal investigations.

## Education

- J.D., Washington University in St. Louis School of Law
    - *Washington University Law Review*, Senior Editor
- B.S., Xavier University
    - *magna cum laude*

## Admissions

- District of Columbia
- Ohio

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