



## Adriana Beach

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### Overview

**Collaborative and action-driven, Adriana brings extensive experience advising global companies on a variety of global privacy and security matters, including corporate transactions, technology transactions, product design, consumer protection, business operations and corporate governance. She serves as a trusted advisor to leadership and cross-functional teams, identifying risks and presenting business-forward and creative legal solutions.**

Adriana has significant experience building and refining scalable compliance programs across various organizations, technologies, regulatory landscapes, and geographies. Additionally, she has experience negotiating deals such as private equity transactions, mergers, acquisitions, minority investments and financings. Adriana's practice spans across a diverse array of industries, including entertainment, sports, media, consumer products, hospitality, gaming, healthcare, life sciences, oil and gas, digital assets, technology and financial institutions.

Adriana regularly represents sports, media and entertainment companies in high-profile transactions involving sports properties, fan engagement platforms and athletic institutions. Her experience includes the acquisition and sale of sports academies, fitness and performance companies at the intersection of sports and lifestyle. Notably, she advised global sports and entertainment company Endeavor on multiple sports-related deals, including its acquisition of "path-to-college" business Reigning Champs, a portfolio company of the Raine Group focused on youth sports events, majority stake in Barrett-Jackson, and the \$1.25 billion sale of IMG Academy.

Adriana is well-versed and regularly advises companies in emerging technologies, including artificial intelligence, machine learning, NFTs, blockchain and biometric identifiers, to help clients navigate legal considerations for new and existing products and service offerings.

Prior to joining Benesch, Adriana was a Senior Associate at Latham & Watkins, LLP.

*\* Matters completed prior to joining Benesch.*

## **Counseling Matters**

- Assist clients in building AI governance programs, including regulatory compliance, contract addenda, risk disclosures and governance for automated decision-making, with ongoing privacy and cybersecurity counseling to maintain compliance and reduce enforcement risk.
- Counsel companies on scalable privacy compliance programs that align data practices across operations and newly acquired businesses.
- Advise organizations on U.S. state and federal privacy laws, including FERPA, TCPA, HIPAA, NYDFS, CAN-SPAM, GLBA, CIPA and COPPA, while establishing governance for vendor management, consumer disclosures, employee onboarding, marketing and e-commerce practices, sensitive data handling, DPA negotiations, cybersecurity, breach response, policy drafting, training, regulator engagement and data subject rights.
- Represented a leading biotechnology company in legislative and regulatory engagement, educating policymakers and regulators on privacy practices and advocating for balanced data privacy legislation addressing emerging technologies and consumer health data.\*

## **Representative Matters**

- Advised Alia Software Inc., an AI-powered pop-up and email/SMS list-growth platform for e-commerce merchants, such as Shopify, in its acquisition by Dotdigital Group plc (AIM: DOTD), a global provider of AI-driven customer experience and data platforms.
- Represented Astō Consumer Partners, a consumer-focused investment firm, in its \$105 million strategic investment in Starface World, Inc.
- Represented MyFitnessPal, a portfolio company of Francisco Partners, in its acquisition of Cal AI, the founder-led AI-powered calorie counting app.
- Represented Bluestone Equity Partners on its strategic investment in Selkirk Sport, the leading pickleball equipment manufacturer.
- Represented Palmetto in its acquisition of The Cool Down, the world's leading clean lifestyle media platform, marking the first time a clean energy company has acquired a clean lifestyle platform and expanding Palmetto's reach in the home energy marketplace.
- Regularly counsel a company in creating a scalable privacy compliance program to harmonize data practices across existing operations and newly acquired businesses
- Represented Tenet Healthcare Corporation, a diversified healthcare services company, in its offering of \$1.350 billion private offering of senior secured notes. \*
- Represented the initial purchasers in Lumentum Holdings Inc.'s, the telecommunications equipment company, offering of \$750 million convertible senior notes. \*

# Credentials

## EDUCATION

- University of California College of the Law – San Francisco, J.D.
  - Senior Articles Editor, *Communication & Entertainment Law Journal*
  - Robert Traynor California Appellate Moot Court Competition
- John Jay College of Criminal Justice, B.A. Humanities Justice Studies , *magna cum laude*

## BAR & COURT ADMISSIONS

- California

# News & Insights

- [Benesch Advises COEO Solutions on its Acquisition of S-NET Communications](#)  
May 5, 2026 | Press Releases
- [Benesch Represents Alia Software Inc. in Acquisition by Dotdigital Group plc](#)  
March 17, 2026 | Press Releases
- [Benesch Advises Astō Consumer Partners in Strategic Investment in Starface World, Inc.](#)  
March 6, 2026 | Press Releases
- [Benesch Advises MyFitnessPal on Acquisition of Cal AI, the Viral Calorie App](#)  
March 5, 2026 | Press Releases
- [Adriana Beach Quoted in Law360 on California's New Data Deletion Platform](#)  
February 13, 2026 | Media Mentions
- [Benesch Advises Riata Capital Group on Acquisition of COEO Solutions](#)  
February 2, 2026 | Press Releases
- [Benesch Advises Bluestone Equity Partners in Strategic Investment in Selkirk Sport](#)  
January 30, 2026 | Press Releases
- [San Francisco Business Journal Features Adriana Beach on Rising Data Privacy Compliance Risks](#)  
December 30, 2025 | Media Mentions
- [The Era of Centralized Deletion Is Here: Understanding CalPrivacy's DROP Platform Before 2026](#)  
November 19, 2025 | Client Alerts & Insights
- [Adriana Beach Published in the California Lawyers Association | SB 420 and Automated Decision Systems: California's Next Step on AI Regulation](#)  
November 13, 2025 | Contributed Content & Presentations

# Speaking & Events

## PAST EVENTS

- Where Privacy-by-Design Ends and Enforcement Begins: Rethinking Website Compliance in 2025  
| Adriana Beach  
May 21, 2025 | Speaking Engagement