

Matthew P. Farrell

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Overview

Matthew's practice covers website privacy litigation and advising, white collar and internal investigations, general commercial litigation, and complex business litigation. Matthew has represented clients of all sizes and across industries in state and federal litigation, as well as in arbitration proceedings.

Matthew has experience researching and drafting dispositive motions, appearing behalf of clients in both civil and criminal hearings, working with witnesses, and consistently achieving advantageous outcomes for clients.

Matthew has represented dozens of clients in website privacy cases, consumer class actions, individual suits, and arbitrations arising from consumers' use of websites and apps. Based on his extensive experience, expansive knowledge of applicable law and policy, and understanding of the underlying technology, Matthew regularly advises clients on best practices to mitigate risk and navigate the ever-evolving online privacy landscape, as well as guiding clients to successful outcomes in litigation.

Matthew has also had the good fortune to contribute to pro bono and community service projects serving communities throughout California.

Representative Matters

- Filed an amicus brief before the Supreme Judicial Court of Massachusetts on behalf of the National Retail Federation and the Retailers Association of Massachusetts to provide the Court with insight into the foundational importance of web analytics and advertising technologies to the modern digital economy, and the implications of this case for retailers. The Court ultimately found for Defendants in the case, a great result for our clients, and the majority opinion notably cited our brief in discussing the ubiquity of web analytics and advertising technology on the Internet, and the role these technologies play in the ecommerce ecosystem.

Credentials

EDUCATION

- Harvard Law School, 2021, J.D.
  - Harvard International Law Journal
  - Harvard Journal of Human Rights
- London School of Economics and Political Science, 2016, MSc, International Relations
- York University, 2015, B.A., International Studies
  - Certificate of Law & Social Thought

BAR & COURT ADMISSIONS

- California
- U.S. District Court for the Central District of California
- U.S. District Court for the Eastern District of California
- U.S. District Court for the Northern District of California
- U.S. District Court for the Southern District of California

Memberships

- State Bar of California; California Lawyers' Association, Litigation Section

Awards & Recognition

- Named to The National Black Lawyers Association's "Top 40 Under 40" Attorneys List, 2024-2025

News & Insights

- Governor Newsom Signs SB 690: California Eliminates Private Right of Action for Website Pen Register and Trap and Trace Claims Under CIPA
  October 12, 2026 | Client Alerts & Insights
- Seeing Double: New York Fashion Workers Act Creates New Consent Requirements for Use of Generative AI Tools to Create Models' Digital Replicas
  July 7, 2025 | Client Alerts & Insights
- Updates on CIPA Reform: CA SB 690 Progresses to the Assembly Without Retroactivity Provision
  June 10, 2025 | Client Alerts & Insights
- Matthew Farrell Named to the 2024 National Black Lawyers Association "Top 40 Under 40"
  May 7, 2024 | Press Releases
- Department of Justice Announces New Whistleblower Rewards Program
  March 19, 2024 | Client Alerts & Insights
- Matthew Farrell published an article in Law360 | "New Strain of Web Tracking Suits Pose Risks For Retailers"
  January 31, 2024 | Contributed Content & Presentations
- Old Law, New Tricks: Pen Register and Trap and Trace Claims on the Rise
  January 18, 2024 | Client Alerts & Insights
- Stephanie A. Sheridan, Meegan Brooks, and Matthew Farrell article published in Law360 | "Why E-Commerce Tools Are Under Fire Amid Privacy Lawsuits"
  December 6, 2023 | Contributed Content & Presentations
- Privacy Floodgates Open: 13 U.S. State Data Protection Bring About Major Changes
  November 16, 2023 | Client Alerts & Insights
- Meegan Brooks, Stephanie A. Sheridan, Matthew Farrell, and Luke Schaetzel published article in Law360 | "Considerations For Cos. Amid Rising Data Tracking Suits"
  June 22, 2023 | Media Mentions