

Scott W. Resnick

Associate



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Scott Resnick is a member of Pryor Cashman’s Media + Entertainment Group, and the Data Privacy + Cybersecurity; Film, TV + Podcast; and M+E Transactions + Financing Practices.

Scott’s practice is focused on transactional work within the intersection of data privacy, digital media, and entertainment. Scott has extensive experience in advising clients in the areas of data privacy compliance, incident response, and negotiating multi-jurisdictional data privacy agreements. Specifically, Scott’s expertise include counseling clients on compliance with Europe’s General Data Protection Regulation (GDPR) as well as applicable U.S. consumer data privacy laws, including California’s Consumer Privacy Act (CCPA) and Consumer Privacy Rights Act (CPR), Connecticut’s Data Privacy Act (CTDPA), Maryland’s Online Data Privacy Act (MODPA), Texas’ Data Privacy Act (TDPA), Utah’s Consumer Privacy Act (UCPA), Virginia’s Consumer Data Protection Act (VCDPA), Washington’s My Health My Data Act (MHMD), the Children’s Online Privacy Protection Act (COPPA), and the Health Insurance Portability and Accountability Act (HIPAA). Scott routinely drafts privacy policies compliant with applicable data privacy law following in-depth audits of clients’ data privacy practices and backend storage capabilities, prepares cyber incident response plans with input from client IT departments, and drafts and issues cyber incident breach notifications on behalf of clients.

In addition to his data privacy focus, Scott is a trusted advisor to clients across the creator economy landscape in the areas of brand protection, name, image, and likeness (NIL), and intellectual property rights transactions. He also works with clients within the entertainment and digital media industries to negotiate and draft agreements for advertising and marketing services, sponsorship and promotion, branded entertainment, and podcast distribution and production.

Previously, Scott was a transactional associate at another major New York firm. Prior to law school, he worked in business development roles in the media and advertising technology industries.

Services

- Media + Entertainment
- Data Privacy + Cybersecurity
- Film, TV + Podcast
- M+E Transactions and Financing
- Content Creators and Digital Influencers

Education

- Brooklyn Law School (J.D., *cum laude*)

- Certificate in Intellectual Property, Media + Information Law (with distinction); Notes Editor, Brooklyn Journal of International Law
- State University of New York at Buffalo (B.A.)

Admissions

- New York

Publications

“Easing the Burdens of a Patchwork Approach to Data Privacy Regulation in Favor of a Singular Comprehensive International Solution—The International Data Privacy Agreement,” 46 Brook. J. Int’l L. 277 (2020).

Publications

January 14, 2025

White House Announces Launch of Cyber Trust Mark Program

December 10, 2024

Upcoming California Consumer Privacy Act Amendments