

Associate

## Alex Tate

+1 202 796 0621

atate@hwglaw.com



### PRACTICES

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Privacy, Marketing, and Data Security

Litigation and Investigations

Artificial Intelligence and Emerging Technologies

### EDUCATION

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Duke University School of Law, J.D., magna cum laude

Articles Editor, Duke Law Journal

Georgetown University, B.S.F.S., magna cum laude

### ADMISSIONS

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District of Columbia

U.S. District Court, District of Columbia

U.S. Court of Appeals, Fourth Circuit

Alex Tate is an associate at HWG LLP, where her practice focuses on data privacy, security, and marketing.

Alex advises companies on the complex web of federal and state privacy laws. She also counsels clients on a range of marketing issues, including the Telephone Consumer Protection Act, state telemarketing laws, and false advertising law. She focuses on providing clients with actionable compliance and risk mitigation advice that takes into account current enforcement and litigation trends, such as claims under the California Invasion of Privacy Act and the Florida Telephone Solicitation Act. She has represented clients in matters before the Federal Communications Commission, the Federal Trade Commission, and federal and state courts.

Before joining HWG, Alex clerked for the Honorable Robert E. Payne of the U.S. District Court for the Eastern District of Virginia and was an associate at a global law firm, focusing on advising consumer financial services companies on government investigations and compliance. During law school, she interned with the Federal Trade Commission and the House Oversight Committee, Subcommittee on Economic and Consumer Policy.

### REPRESENTATIVE EXPERIENCE

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- Revised privacy policy for online booking platform to reflect applicable state privacy laws.
- Assisted with privacy compliance audit for communications start-up.

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- Provided marketing companies with strategic advice on complying with the TCPA's updated consent requirements.
- Formulated a response to allegations that the use of standard adtech services violates federal and state wiretapping statutes.
- Advised a tech company on comparative advertising claims and claim substantiation.

## RECOGNITION

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- Recognized by Super Lawyers as a Rising Star in Washington, D.C. (2025)
- Received the James S. Bidlake Memorial Award for Superior Achievement in Legal Analysis, Research, and Writing (2017-2018)

## PUBLICATIONS AND PRESENTATIONS

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### Publications

- "After the AI Action Plan: Next Steps," HWG Advisory (July 2025)
- "Code of Practice Offers Path to EU AI Act Compliance for Providers of General-Purpose AI Models," HWG Advisory (July 2025)
- "CPUC Issues Sweeping Proposed Decision on Interconnected VoIP Providers," HWG Advisory (September 2024)
- "Washington Passes Expansive Consumer Health Data Privacy Law," HWG Advisory (May 2023)
- "FCC Mandates Blocking of Certain Text Messages; Seeks Comment on Proposals Targeting Text Messages," HWG Advisory (March 2023)