



Ashley Madsen

**Data Privacy, Cybersecurity and AI Associate Attorney
Godfrey & Kahn, S.C.
Milwaukee, Wisconsin**

Ashley Madsen is a member of Godfrey & Kahn's Privacy, Cybersecurity & Technology practice, and she holds the CIPP/US certification from the International Association of Privacy Professionals. Ashley's practice focuses on advising clients on a wide array of matters related to cybersecurity and global privacy compliance. She counsels clients on compliance with state, federal and international privacy laws, including the European Union's General Data Protection Regulation (GDPR), the California Consumer Privacy Act (CCPA), and various other state- and industry-specific compliance laws (including TCPA, CAN-SPAM, and State Automatic Renewal Laws). Ashley also assists clients with establishing data privacy and information security programs, information handling, incident response plans, and security standards and policies. Ashley's practice further focuses on cybersecurity, including advising through the data breach response process and leading clients through tabletop exercises. She also frequently assists clients with a variety of technology issues, including advising on software licensing and development contracts, subscription terms, and online website terms and conditions. Additionally, Ashley assists in cybersecurity and privacy due diligence in mergers and acquisitions. Prior to joining Godfrey & Kahn, Ashley worked within the legal department for a Milwaukee-based global manufacturer, providing in-house legal guidance, including privacy program management.