



Eden Marcu

ASSOCIATE

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Overview

Eden Marcu advises clients on a variety of issues related to cybersecurity and privacy. She routinely investigates and responds to data breaches, ransomware attacks, phishing attacks, business email compromises, and similar cyber incidents. Eden also advises clients on cybersecurity and privacy issues in connection with due diligence related to business partnerships and corporate transactions.

Eden regularly assists clients with drafting data protection addenda, incident response guides, and related cyber policies and procedures, as well as complying with privacy laws and regulations, such as the EU General Data Protection Regulation, HIPAA, the California Consumer Privacy Act, the California Privacy Rights Act, the Virginia Consumer Data Protection Act, and other state statutes.

In addition to her privacy and cybersecurity practice, Eden assists companies in drafting technology agreements and technology licensing and transfer agreements. She also works with *Fortune* 500 companies, including global investment firms and large supermarket chains, in negotiating, drafting, and executing both client and vendor agreements pertaining to professional services, software as a service, subscriptions, and equipment purchases. Eden's practice also includes maintenance and protection of clients' trademarks.

She has a background in corporate compliance and mergers and acquisitions, particularly in the health care industry.

Prior to joining Carlton Fields, Eden served as a law clerk to the Honorable Martin A. Fitzpatrick of the U.S. District Court for the Northern District of Florida. She is fluent in Hebrew.

Areas of Focus

Practices

- [Intellectual Property](#)
- [Cybersecurity and Privacy](#)
- [Technology](#)
- [Digital and E-Commerce Engagement and Innovation](#)

Industries

- [Technology](#)

Insights

09.13.2023

Verizon False Claims Act Settlement Signals DOJ's Sustained Focus on Cybersecurity-Related Violations

06.14.2023

Florida Passes New Privacy Law: What It Means for Businesses

09.29.2022

Coast-to-Coast Privacy Compliance: California, Colorado, Connecticut, Utah, and Virginia

03.21.2022

DOJ's First Cyber-Fraud Settlement Places Emphasis on Cybersecurity Shortfalls

11.04.2021

FTC Sharpens Its Cyber Enforcement Tool by Amending and Expanding the Safeguards Rule

10.20.2021

DOJ Unveils New Initiative to Pursue Cybersecurity-Related Fraud by Government Contractors and Grant Recipients

10.04.2021

Making Good on Its Promise: SEC Pursues Cyber Enforcement Actions Against Financial Services Companies

02.01.2020

One Person, Two Hats: Combining the Roles of Chief Compliance Officer and Chief Legal Officer
Florida State University Law Review

Speaking Engagements

- “Cybersecurity Legislation & Funding, and Practical Cybersecurity Guidance,” Florida Municipal Attorneys Association 40th Annual Seminar, Bonita Springs, FL (July 29, 2022)

Credentials

Education

- Florida State University College of Law (J.D., cum laude, 2021)
 - Staff Editor, *Florida State University Law Review*
- University of Central Florida (B.A., 2017)

Clerkships

- Hon. Martin A. Fitzpatrick, U.S. District Court, Northern District of Florida

Bar Admissions

- Florida

Languages

- Hebrew