

# Consumer Protection Under the Biden Administration

Client Alert | November 30, 2020

---

President-elect Joe Biden has signaled that robust consumer protections will be a major focus of his policy agenda in what is anticipated to be a dramatic shift from the deregulatory policies of the Trump administration.

In this article, we preview the incoming administration's anticipated consumer protection agenda in two areas: data privacy and consumer financial protection. We also consider what, if any, impact this policy shift is likely to have on state-level enforcement.

Assuming that Republicans retain control of the Senate, and with a divided Congress consumed at least in the short term with negotiations over COVID-19 relief, we expect to see an initial focus of the Biden administration on pursuing its policy agenda through increased enforcement and regulatory activity. That said, both the Biden administration and key members of Congress are focused on identifying common ground for potential bipartisan legislation.

[Read more](#)

*Originally published by Law360 on November 24, 2020.*

---

The following Gibson Dunn lawyers assisted in the preparation of this article: Alexander H. Southwell, Ryan Bergsieker and Sarah E. Erickson.

Gibson Dunn's lawyers are available to assist in addressing any questions you may have regarding these developments. Please contact the Gibson Dunn lawyer with whom you usually work, the authors, or any member of the firm's Privacy, Cybersecurity and Consumer Protection practice group:

## United States

Alexander H. Southwell – Co-Chair, PCCP Practice, New York (+1 212-351-3981, [asouthwell@gibsondunn.com](mailto:asouthwell@gibsondunn.com))

Debra Wong Yang – Los Angeles (+1 213-229-7472, [dwongyang@gibsondunn.com](mailto:dwongyang@gibsondunn.com))

Matthew Benjamin – New York (+1 212-351-4079, [mberjamine@gibsondunn.com](mailto:mberjamine@gibsondunn.com))

Ryan T. Bergsieker – Denver (+1 303-298-5774, [rbergsieker@gibsondunn.com](mailto:rbergsieker@gibsondunn.com))

Howard S. Hogan – Washington, D.C. (+1 202-887-3640, [hhogan@gibsondunn.com](mailto:hhogan@gibsondunn.com))

Joshua A. Jessen – Orange County/Palo Alto (+1 949-451-4114/+1 650-849-5375, [jjessen@gibsondunn.com](mailto:jjessen@gibsondunn.com))

Kristin A. Linsley – San Francisco (+1 415-393-8395, [klinsley@gibsondunn.com](mailto:klinsley@gibsondunn.com))

H. Mark Lyon – Palo Alto (+1 650-849-5307, [mlyon@gibsondunn.com](mailto:mlyon@gibsondunn.com))

Karl G. Nelson – Dallas (+1 214-698-3203, [knelson@gibsondunn.com](mailto:knelson@gibsondunn.com))

Ashley Rogers – Dallas (+1 214-698-3316, [arogers@gibsondunn.com](mailto:arogers@gibsondunn.com))

Deborah L. Stein – Los Angeles (+1 213-229-7164, [dstein@gibsondunn.com](mailto:dstein@gibsondunn.com))

Eric D. Vandeveld – Los Angeles (+1 213-229-7186, [evandeveld@gibsondunn.com](mailto:evandeveld@gibsondunn.com))

Benjamin B. Wagner – Palo Alto (+1 650-849-5395, [bwagner@gibsondunn.com](mailto:bwagner@gibsondunn.com))

Michael Li-Ming Wong – San Francisco/Palo Alto (+1 415-393-8333/+1 650-849-5393, [mwong@gibsondunn.com](mailto:mwong@gibsondunn.com))

## Related People

[Ryan T. Bergsieker](#)

[Sarah E. Erickson](#)

# GIBSON DUNN

## Europe

Ahmed Baladi – Co-Chair, PCCP Practice, Paris (+33 (0)1 56 43 13 00, [abaladi@gibsondunn.com](mailto:abaladi@gibsondunn.com))

James A. Cox – London (+44 (0)20 7071 4250, [jacox@gibsondunn.com](mailto:jacox@gibsondunn.com))

Patrick Doris – London (+44 (0)20 7071 4276, [pdoris@gibsondunn.com](mailto:pdoris@gibsondunn.com))

Bernard Grinspan – Paris (+33 (0)1 56 43 13 00, [bgrinspan@gibsondunn.com](mailto:bgrinspan@gibsondunn.com))

Penny Madden – London (+44 (0)20 7071 4226, [pmadden@gibsondunn.com](mailto:pmadden@gibsondunn.com))

Michael Walther – Munich (+49 89 189 33-180, [mwalther@gibsondunn.com](mailto:mwalther@gibsondunn.com))

Kai Gesing – Munich (+49 89 189 33-180, [kgesing@gibsondunn.com](mailto:kgesing@gibsondunn.com))

Alejandro Guerrero – Brussels (+32 2 554 7218, [aguerrero@gibsondunn.com](mailto:aguerrero@gibsondunn.com))

Vera Lukic – Paris (+33 (0)1 56 43 13 00, [vlukic@gibsondunn.com](mailto:vlukic@gibsondunn.com))

Sarah Wazen – London (+44 (0)20 7071 4203, [swazen@gibsondunn.com](mailto:swazen@gibsondunn.com))

## Asia

Kelly Austin – Hong Kong (+852 2214 3788, [kaustin@gibsondunn.com](mailto:kaustin@gibsondunn.com))

Connell O'Neill – Hong Kong (+852 2214 3812, [co'neill@gibsondunn.com](mailto:co'neill@gibsondunn.com))

Jai S. Pathak – Singapore (+65 6507 3683, [jpathak@gibsondunn.com](mailto:jpathak@gibsondunn.com))

© 2020 Gibson, Dunn & Crutcher LLP

Attorney Advertising: The enclosed materials have been prepared for general informational purposes only and are not intended as legal advice.

## Related Capabilities

[Privacy, Cybersecurity, and Data Innovation](#)