

# John Ochoa

Chicago, IL

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## PARTNER

### Overview

John brings an interesting perspective to his clients' cases. For the first five years of his career, he represented consumers and persons in bringing consumer privacy class actions.

As a member of the Cybersecurity & Data Privacy Service Group, John advises clients on best practices and legal requirements for privacy disclosures to consumers given existing and anticipated consumer privacy and state privacy regulations and guidance. John also counsels clients on evolving data privacy laws, particularly those that govern collection, storage and sharing of sensitive private information, including biometric and genetic data. He partners with clients regarding requirements for compliance with state versions of the National Association of Insurance Commissioners regulations. John also advises companies on data breach response, including notifications and related obligations, and counsels them on reducing potential exposure to data incidents.

John has extensive experience litigating privacy and consumer protection claims on behalf of companies, including claims brought under Illinois's Biometric Information Privacy Act (BIPA), Genetic Information Privacy Act (GIPA), the Telephone Consumer Protection Act (TCPA), the Fair Debt Collection Practices Act (FDCPA), and various state consumer fraud and privacy statutes. He also has significant experience litigating claims involving the use of emerging technology, such as mobile applications and cloud-based services. He represents companies in a variety of industries and service sectors including sales and marketing, wireless/mobile technology, the Internet, health care, insurance, and telecommunications.

### Experience

Amundsen Davis Successfully Obtained a Dismissal of a Class Action Brought as an Adversary Proceeding in Bankruptcy Court

### SERVICES

Biometric Privacy  
Business Litigation  
Class Action  
Cybersecurity & Data Privacy

### EDUCATION

The John Marshall Law School, J.D., 2010, *magna cum laude*

University of Iowa, B.A., 2004, *with honors*

### ADMISSIONS

Illinois

## John Ochoa

Negotiated a Favorable Class-Wide Settlement Prior to Litigation for a Client Facing Claims under the Mobile Home and Tenant Rights Act

Successfully Compelled Arbitration of Consumer Dispute

Aggressive Litigation Strategy Resulted in Striking of Class Allegations at Outset of Case

Obtained Dismissal of Putative Class Action Lawsuit Alleging Improper Collection Tactics

Obtained Dismissal of FDCPA Claims at Outset of Litigation

Successfully Defended Auto Dealership Against Class Action Lawsuit

Defeated Class Certification of Tens of Thousands of Putative Class Members Based Upon Lack of Common Questions of Fact and Law

Defended a National Medical Device Company in a Consumer Class Action

Successfully Defended a Company in a Cyberstalking Claim

Assisted an Accounting Firm that Suffered a Data Breach Orchestrated by Overseas Hackers

Coordinated the Response when a Small Company Suffered a Data Incident After an Employee's Laptop was Stolen

Advised an Insurance Provider on Compliance with New York's Cybersecurity Regulations and Other States Enacting Similar Regulations

Successfully Defended a Medical Service Provider Against Wisconsin Consumer Act Claims in Wisconsin State Court

Defeated a Class Certification in a Case Involving More than 1 Million Prerecorded Calls

Defended a Hospital from a Class Action Arising from a Data Breach

Developed Novel Defense in a BIPA Suit Based Upon Unique Finger-Scan Captures

Commercial Litigation Counsel to a National RV & Outdoor Retailer

Reduced Client Exposure Significantly in BIPA Claims and Obtained an Early Resolution

### Membership & Involvement

- Member: American Bar Association, Class Action Section

## Firm News

Amundsen Davis Promotes Five Attorneys to Partner  
February 26, 2019

## In the Media

John Ochoa Mentioned By *Bloomberg Law* in Genetic Privacy Article

John Ochoa Interviewed on Illinois' Reform of Biometrics Privacy Law

John Ochoa Interviewed by *Cook County Record* on Genetic Information Privacy Act (GIPA)

Ill. Judge Gives Final OK To \$800K Deal Over Drug Faxes – *Law360* Article Mentions Eric Samore and John Ochoa

Citing *Spokeo*, Judge Blocks TCPA Class Against Pet Insurer - *Law360* Mentions Eric Samore, Molly Arranz, John Ochoa

## Alerts

Website Accessibility Lawsuits Are on the Rise – Are You Compliant?

Illinois' Genetic Information Privacy Act: Litigation Trends in 2024 and Beyond

Ready, Set, BIPA! Missouri Among States Considering Biometric Information Privacy Legislation

The Genetic Information Privacy Act Could Bring the Next Wave of Class Actions in Illinois

Hold the Phones: State-level Telemarketing Laws In Effect

New FDCPA Rules Are Now in Effect: Is Your Company Compliant?

New FDCPA Guidance Means Collectors May be in Your DMs in the Near Future

U.S. Supreme Court Decision Leaves Uncertainty for Navigating TCPA Landmines

Insurance Companies Take Note: Another Compliance Concern For Your Cybersecurity "To Do" List

Reassigned Number Database Will Protect Against TCPA Liability For "Wrong Number" Calls

Hang Up and Try Again: D.C. Court of Appeals Rejects the FCC's TCPA Rules

The Seventh Circuit Smacks Down "No Harm" Class Action

*Spokeo*: Now Part of Your Daily Dose of Data Breach Litigation

John Ochoa

The Customer is Always Right? Restaurant Patrons Don't Need to Wait Until Hackers Attack

Six-Figure Fine Teaches a Lesson in Keeping Your Data Security Promises

### Speaking Engagements

The Rise of the Genetic Information Privacy Act: What Businesses Need to Know to Avoid Litigation

Event, Amundsen Davis, Webcast, January 29, 2025

Amundsen Davis's Leadership & Management 2024 Certification Training Series  
Event, Webcast, September - November 2024

Cybersecurity 101

Speaking Engagement, Wisconsin Association of Mutual Insurance Companies,  
Webcast, December 12, 2023

Amundsen Davis's Ninth Annual Labor & Employment Fall Seminar  
Event, Livestream, September 13, 2023

Insurance Cybersecurity

Speaking Engagement, Wisconsin Association of Mutual Insurance Companies,  
Seminar, May 10, 2023

Data Breaches from a Legal Perspective

SCORE Chicago; Cybersecurity Workshop, December 10, 2019

Fighting Cybercrime and Meeting Your Cyber Security Challenges in 5 Steps  
Seminar; Chicago, IL, October 30, 2019

The State of Cyber Breach Litigation

2016 USLAW Network Data Privacy Security Book Camp, Dallas, TX, November  
2016

### Published Works

A Fast-Moving Train Coming Into the Insurance Company Station? The  
Cybersecurity Model Rule for Carriers  
*USLAW Magazine*, July 25, 2019

No Harm, No Foul...No Case

*USLAW Magazine*, Fall 2016

### Blog Posts

Navigating Genetic Privacy Compliance: Key Steps for Employers  
*Labor & Employment Law Update*, July 15, 2025

John Ochoa

Illinois' Genetic Information Privacy Act Litigation Trends and Why Employers  
Need to Pay Attention

*Labor & Employment Law Update*, March 20, 2024

Genetic Information Discrimination: FAQs for Employers

*Labor & Employment Law Update*, April 20, 2023

Protecting Your Cannabis Business from the Trappings of the Telephone  
Consumer Protection Act

*Cannabis Business Legal News*, August 18, 2021

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