Holland & Hart

## PRACTICES

IP and Technology Transactions
Data Privacy and Information Security
Intellectual Property

## EDUCATION

University of Denver Sturm College of Law, J.D., 2018
Order of the Coif
*Denver Law Review,* Comments Editor, 2016-2018
Outstanding Student in a Judicial Externship
Melanie Hardaway Memorial Award for Outstanding Graduate

University of Evansville, B.A., 2011

## BAR ADMISSIONS

Colorado

# Tony Arias

Associate

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**Tony Arias helps clients navigate complex and rapidly evolving laws and regulations, deploying industry best practices across AI, privacy, security, consumer finance, and risk management issues.**

Tony Arias holds CIPP/US, CIPM, and AIGP certifications from the International Association of Privacy Professionals. With clients ranging from nimble startups to prominent Fortune 500 companies, he provides counsel on U.S. and international privacy, security, and fintech regulatory compliance and contractual matters.

As Corporate Counsel & Data Privacy Officer for a fintech company, Tony gained valuable experience providing SaaS solutions to top-tier financial institutions. In this role, Tony negotiated and executed complex, high-value transactions and improved the business's data management and privacy compliance.

Tony also brings private practice experience representing clients in consumer finance regulatory compliance matters, complex commercial lawsuits, and federal and state government investigations.

Beyond his professional commitments, Tony is deeply involved with his community, serving as a mentor and adopting leadership roles in various professional and civic organizations. Tony has been instrumental in establishing and distributing scholarship funds for deserving individuals, championing equity in education, and contributing to increased visibility for local artists.

## PUBLICATIONS

"Open Banking Rules are Finally Here: What's Next for the Financial Services Industry," *Financial Services Legal Update*, 10/28/2024

## BLOG POSTS

"Build the Road then Floor It," *The Pulse*, August 11, 2026

"The Outline Comes Before the Exam (So It Goes with AI)," *The Pulse*, July 17, 2026

## SPEAKING ENGAGEMENTS

"Navigate IP to Maximize Business Innovation and Economic Growth," Panelist, *NREL's Camp Cleantech*, August 13, 2023

## PROFESSIONAL AND CIVIC AFFILIATIONS

- Law School Yes We Can! Mentor, 2018-present
- University of Denver Sturm College of Law, Mentor, 2018-2020
- Colorado Hispanic Bar Association (CHBA)
    - Scholarships and Charitable Giving Committee. Co-chair, 2023-Present
    - CHBA Foundation, Treasurer, 2022-Present.
- Generation School Networks
    - Advisory Board, 2023-present
    - Board of Directors, 2019-2023