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 is the advisor clients turn to when they need to understand and manage risk without losing momentum. He combines business-minded judgment with subject-matter depth in privacy, data security, artificial intelligence, and consumer finance compliance, helping clients navigate complex and rapidly evolving laws and regulations with practical, actionable guidance.

Tony advises clients ranging from nimble startups to Fortune 500 companies on U.S. and international privacy, data security, and fintech regulatory matters, as well as the contractual matters that support their business objectives. His work includes regulatory compliance guidance, privacy-related disclosures, data processing agreements, technology and SaaS agreements, legal analysis of emerging obligations, and the development of AI governance policies and playbooks. He negotiates AI transformation and product-development agreements, helping clients deploy new technologies while protecting their data, customers, and market position.

Having served as Corporate Counsel and Data Privacy Officer for a fintech company that provides SaaS solutions to top-tier financial institutions, Tony understands the day-to-day realities his clients face. In that role, he negotiated and executed complex, high-value transactions and strengthened the business's data management and privacy compliance programs. That in-house perspective, combined with his private practice experience representing clients in consumer finance regulatory compliance matters, complex commercial litigation, and federal and state government investigations, enables him to deliver practical guidance that aligns legal requirements with business objectives.

As a recognized voice on the practical and ethical use of artificial intelligence, Tony regularly teaches lawyers how to adopt AI tools responsibly, including how to procure and evaluate AI vendors and how to adhere to professional ethical obligations of confidentiality and competence as the technology evolves.

Tony holds CIPP/US, CIPM, and AIGP certifications from the International Association of Privacy Professionals.

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