



Rachel M. Naegeli

Associate

rnaegeli@kmclaw.com

435.574.5672

Practice Areas

International
Contracts
Cybersecurity and Data Privacy
Direct Sales and Multi-Level Marketing
General Counsel Services

Rachel Naegeli is a member of Kirton McConkie's International, Cybersecurity and Data Privacy, and Southern Utah Legal Services sections. Her practice focuses on assisting U.S.-based companies operating and expanding abroad with the myriad and complex legal issues that arise in the areas of manufacturing and product supply, direct sales, consumer rights, data privacy, and employment. Ms. Naegeli has many years of experience in data privacy law practice and routinely counsels clients on state and international data protection law and regulation. She prepares documents and policies designed to bring privacy practices into compliance with relevant law.

Experience

- Advise US companies looking to expand into Asia, Latin America, and Europe in the areas of permanent establishment, employment, B2C and B2B sales, and entity selection.
- Design and assist with implementing cross-border sales strategies for companies seeing to expand their business presence in the European Union, including drafting the corresponding legal documents and policies.
- Assist direct selling companies with navigating state, federal, and international laws and regulations that apply to compensation plans, distributor agreements, and company policies.
- Provide guidance to US companies on compliance with laws implicated by the online collection, transmission, and storage of personal information; assist with GDPR compliance and Privacy Shield certification.

Education

UC San Diego Graduate School of International Relations and Pacific Studies (since renamed School of Global Policy and Strategy), Master of Pacific International Affairs, with honors, 2004

Duke University School of Law, JD, 2000

Duke University School of Law and Faculty of Law, Hong Kong University, Asia-America Institute in Transnational Law, 1998

Pepperdine University, BA, Political Science, *magna cum laude*, 1997

Admissions & Affiliations

Bar Admissions: California, 2005

Utah, 2018

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Admissions & Affiliations Continued

Affiliations: State Bar of California, International Law Section

Utah State Bar, International Law Section

Southern Utah Bar Association

American Bar Association, International Law Section

Honors & Awards

– Utah Legal Elite: International (2021 and 2022)