



Alexandra Samofalova Addresses Data Privacy Risks in NAA

Spencer Fane attorney [Alexandra Samofalova](#) was quoted in the article [Law & Disorder: Workplace Communication and Data Privacy Laws](#), recently published by the *National Apartment Association*.

This article examines the growing legal risks associated with workplace communications as organizations navigate an expanding patchwork of state data privacy laws. It highlights how routine emails, text messages, instant messages, and other internal communications can become discoverable in litigation or trigger privacy law violations, emphasizing the importance of disciplined communication practices and proactive compliance. The discussion also explores the potential financial, legal, and reputational consequences of noncompliance for housing providers.

“You still need to make sure that you’re complying with the data privacy laws that apply, so that’s why awareness matters,” Alexandra said. “Once your teams understand the types of ordinary communication that can be regulated and how they become regulated, then you can change your habits and do that before they actually create a situation.”

At the firm, Alexandra’s practice encompasses data privacy, cybersecurity, artificial intelligence, real estate, corporate, and business law. She provides strategic legal counsel to corporations, nonprofits, management companies, developers, contractors, and other professionals, helping them navigate complex evolving legal and regulatory landscapes.

Read the full article [here](#).