KRISTY A. GALE

J.D., LL.M.

Kristy Gale's Website · Kristy Gale LinkedIn

ACADEMIC & PROFESSIONAL SUMMARY

- Practitioner-scholar, attorney, entrepreneur, and educator specializing in multiple areas of law and experienced in highly-regulated industries; develops and provides programming on multiple topics.
- Experienced law educator, lecturer, and speaker with a demonstrated record of teaching and guest lecturing on emerging issues and the practice areas noted below. Teaching and research focus on the evolving legal, regulatory, and governance frameworks surrounding personal data governance.
- Published author of cited law review scholarship and active researcher examining and addressing the emerging legal frameworks governing personal health data including questions and research that has continued to inform subsequent legal scholarship and analysis in the evolving field of data governance.
- Brings more than 15 years of legal, business, and executive experience across industries combined with extensive invited speaking, professional education, mentoring, legislative engagement, and public thought leadership that provides students with an applied perspective informed by direct engagement with emerging technologies, evolving legal and business models, and complex legal and governance challenges.

TEACHING EXPERTISE

- Corporate Law & Startup Business Law
- Privacy Law
- Intellectual Property & NIL Law
- Contracts and Transactional Law
- Sports Law
- Regulatory Compliance & Governance
- Artificial Intelligence Adoption & Governance
- Property & Ownership Rights in Personal Data
- Personal Health & Biometric Data Regulation
- Technology, Innovation & Commercialization
- Sports Wagering / Prediction Markets & Integrity
- Wearable & Other Data Capture Legalities

ACADEMIC & TEACHING EXPERIENCE

University of Illinois College of Law Sports & Labor Law Program

Guest Speaker & Special Project Partner (Online) 2026

- Teaching Topics in Sports Law, Sports Technology & Data, and Labor Law

Arizona State University Sandra Day O'Connor College of Law Sports Law and Business Program

Guest Speaker & Project Partner (In Person) 2026

- Teaching Topics in Sports Law & Business and Athlete Data Privacy & IP

Brigham Young University MISM Graduate Program

Capstone Project Partner, Teacher & Mentor (Online) 2025 – 2026

- Taught, Led & Mentored IT + Data Analytics Students on Mobile App Building Project

University of Michigan

Educator / Contributor (Online) 2026

- "Athlete and Bettor-Level Data & Sports Wagering Integrity" - Sports Betting: Risks & Ripple Effects Teach-Out

St. Louis University Master of Business Administration Graduate Program

Capstone Project Partner, Teacher & Mentor (Online) 2025

- Taught & Mentored 12 Students in Legal, Marketing, Product Development/Engineering & Finance

University of Notre Dame ESTEEM Graduate Program

Capstone Project Partner, Teacher & Mentor (Online) 2024 – 2025

- Taught & Led Startup Legal & Business Requirements; Market Surveys & Reports; Financial Investment

Ensign College Business Management Program

Capstone Project Partner, Teacher & Mentor (Online) 2022

- Taught Course & Led Students Through Semester-Long Project to Prepare Business for Launch

University of New Hampshire Franklin Pierce School of Law

Adjunct Professor / Lecturer - Sports Wagering Integrity Program (Online) 2019 – 2021

Courses and lectures include:

- Athlete Performance, Tracking & Biometric Data, Wearable Technologies, and Related Laws & Public Policy
- Intellectual Property Considerations in the Collection and Use of Athlete Biometric Data
- Athlete Privacy Rights in Athlete Biometric Data
- Athlete Biometric, Tracking, and Performance Data in Fantasy Sports and Sports Wagering
- Sports Technology Applications Advancing the Collection and Use of Athlete Data

PUBLICATIONS

Law Review Articles, Scholarly Impact & Citations

- Gale, Kristy A. *"Evolving Sports Technology Makes its Mark on the Internet of Things: Legal Implications of and Solutions for Collecting, Utilizing and Disseminating Athlete Biometric Data Collected via Wearable Technology (Part I)."* Arizona State Sports & Entertainment Law Journal, Spring 2016. Cited by 24.
- Gale, Kristy A. *"The Sports Industry's New Power Play: Biometric Data Domination—Who Owns It and What May Be Done With It?"* Arizona State Sports & Entertainment Law Journal, Fall 2016. Cited by 22.

Additional Selected Publications & Commentary

- Gale, Kristy. *"How the College Football Playoff Optimizes Fan Experience on National Championship Game Day and Throughout the Year."* SportTechie/Sports Business Journal, January 2016.
- Gale, Kristy. *"Fantasy Sports: Will Industry Regulation Curb Technological Innovation?"* SportTechie/Sports Business Journal, April 2016.
- Gale, Kristy. "Data Generated by Wearable Tech Presents Many Challenges." SportTechie/Sports Business Journal, May 2016.
- Gale, Kristy. *"The Sports Industry's New Power Play: Athlete Biometric Data Domination."* SportTechie/Sports Business Journal, March 2017.
- Gale, Kristy. *"Sports Betting and Biometrics Will Push the Publicity Rights Envelope."* SportTechie, June 2018.
- Gale, Kristy. *"The Legal Paradox of Commoditizing Data Trade Secrets."* SportTechie/Sports Business Journal, August 2018.
- Gale, Kristy. *"Daniels v. FanDuel May Be Important Precedent, But Many Questions Remain Unresolved."* Gaming Law Review, Volume 23, Issue 1, January 29, 2019.
- **Gale, Kristy**; Gantz, Bill; Daffy, Gerard; Miller, David; and Schwab, Casey. *"Roundtable Discussion With the Experts: Official Sports Data and Sports Betting Royalites."* Gaming Law Review, Volume 23, Issue 4, March 18, 2019.
- Topps, Andrew; McCann, Michael; Judd-Stein, Cathy; McIntyre, Charlie; **Gale, Kristy**; Holden, John T.; and Wallach, Daniel. *"Transcript of the Sports Betting and Wagering in The Age of Legalization Virtual Panel."* Gaming Law Review, Volume 26, Issue 6, July 18, 2022.
- Topps, Andrew; McCann, Michael; Judd-Stein, Cathy; McIntyre, Charlie; **Gale, Kristy**; Holden, John T.; and Wallach, Daniel. *"Transcript of the Sports Betting and Wagering in The Age of Legalization Virtual Panel: Part 2 Q & A."* Gaming Law Review, Volume 26, Issue 7, August 26, 2022.
- Topps, Andrew; McCann, Michael; Judd-Stein, Cathy; McIntyre, Charlie; **Gale, Kristy**; Holden, John T.; and Wallach, Daniel. *"Transcript of the Sports Betting and Wagering in The Age of Legalization Virtual Panel: Part 3 Q & A."* Gaming Law Review, Volume 26, Issue 8, September 26, 2022.

SCHOLARSHIP & RESEARCH 2016 - 2026

- Analysis of legal issues impacting ownership, collection, and use of athlete biometric and performance data
- Athlete biometric data definitions, legal issues and implications, and suggested legal treatment
- Dystopian uses of athlete data and potential solutions
- The convergence of wearable and other personal health data capture technology, Big Data & the Internet of Things
- Privacy and property rights in athlete performance data (and by extension consumer fitness technology and other personal health data)

- Commercialization of personal health data
- Contractual considerations for collecting and using athlete health and performance data
- Fantasy sports and the legalization of sports wagering and the resultant commercialization of athlete data
- Legalization of Name, Image, and Likeness (NIL) rights for college and high school athletes and its impact
- Advising NIL athletes on privacy, property, contractual and other considerations in the commercialization of their brands
- NIL contracts, terms, and considerations for contracting with Athletes in College Sports
- Disruption of college athletics and emerging business models
- Sports wagering, prediction markets, and potential commercialized uses of athlete performance data in these industries
- Artificial intelligence and athlete/consumer data governance

RESEARCH AGENDA

My research examines ownership, governance, and commercialization of personal data where technology, artificial intelligence, and performance data intersect with privacy, property, and other legal rights. A central focus is athlete and consumer data governance and the legal frameworks surrounding collection of data via wearable, sensor, video, ingestible, and predictive data capture technologies; evolution of data analytics disciplines and practices and their impact on athletes and sports organizations; utilization of artificial intelligence and machine learning in athlete data collection, use and commercialization; and, commercialization of performance, biometric, biomechanical, tracking and other sensitive health data along with impact on sports, individuals, sports organizations, and society.

Current Areas of Research

- Athlete Data Property, Privacy, and Other Rights among Teams, Leagues, Players Associations, Athletes, and Their Data and Brand Partners
- Sports Technology Innovations in the Athlete Data Field and Their Impact on Athletes and Sports Organizations
- Prediction Markets and the Impact of Athlete Performance Data on Outcomes
- Fan Engagement and Storytelling Through Athlete Performance Data
- Athlete Data as a Tool to Monitor Sports Betting Activity
- Viable Governance Mechanisms and Models for Athlete Performance Data
- AI Governance for Biometric and Performance Data
- Contractual Frameworks for Personal Data Ownership
- Regulatory Approaches to Biometric Data in Commercial Ecosystems
- Decentralized Identity Applications Allowing the Sharing of Secure and Verified Personal Data
- Cross-Border Data Flow Considerations, Consequences, and Solutions
- Privacy and Property Rights in Sports and Entertainment Fan Data

WORKS IN PROGRESS

- Privacy and Property Rights in Fitness, Health and Performance Data
- Performance Data as an Asset Class of Publicity and NIL Rights
- Dynamics of the New College Sports Business Model: Becoming a Highly Regulated Industry
- Athlete Data Ownership and Governance in the Age of Artificial Intelligence
- Biometric Data, Property Rights, and the Future of Wearable Technology
- Commercialization of Athlete Performance Data: Legal and Ethical Boundaries

INVITED SPEAKING

- Global Gaming Expo – Using Artificial Intelligence, Machine Learning, and Large Data Sets (In Person) - October 2025
- American Bar Association Forum on Entertainment, Sports & Intellectual Property Law (In Person) - November 2024
- All American Sports Betting Conference (In Person) - June 2023
- Sports Betting Conference North America Summit (In Person) - July 2022
- Santa Clara University School of Law Data Protection in a More Virtual World Symposium (Online) - March 2022
- American Bar Association Intellectual Property Fall Symposium (Online) - October 2020
- SBC Digital Summit (Online) - July 2020

- Sports Betting Conference North America - Betting on Sports (In Person) - April 2019
- Phoenix Startup Week (In Person) - March 2019
- American Bar Association Athlete Biometric Monitoring & Sports Betting (Online) - February 2019
- Stadia Ventures Sports Betting and Sports Data Spring Conference (In Person) - May 2018
- Chapman University Entertainment and Sports Law Symposium (In Person) - March 2018
- Sports Performance Data and Fan Engagement Summit (In Person) - January 2018

MEDIA, PODCASTS & THOUGHT LEADERSHIP

Frequent commentator and speaker on athlete biometric and performance data governance, sports technology law, privacy, artificial intelligence, and NIL commercialization.

Major Media Features & Expert Commentary

"NIL Opens Up A Whole New World For College Athletes — And Their Data." Forbes, September 2021. Expert commentary on athlete data rights and NIL governance.

"Cyborgs, Yachts and VR: How Technology Will Impact Sports Betting" and "Future of Sports Betting: The Bettors." ESPN, 2018 & 2016. Expert source on biometric data and sports technology.

"Football's Next Frontier: The Battle Over Big Data." Sports Illustrated, The MMQB with Peter King. June 2017.

"The Daily Briefing." Chris Myers Sports, June 2017. Interview on athlete biometric data.

"De toekomst van topsport: meer 'Moneyball' of meer 'Big Brother'?" sportknowhowXL (Netherlands), 2017. International coverage of athlete data research.

Select Podcast Appearances

"NIL, Data Rights and Revenue Generation: The New Frontier in College Sports." Trustees and Presidents Podcast, with Dr. Karen Weaver. November 2025.

"The Business of Athlete Data: Risks, Rewards, Ownership & Control." Unguarded Podcast, with Jori Davis. February 2025.

"Athlete Data - What You Need to Know." Profluence Sports Podcast. January 2025.

"The Dark Side of Sports Analytics: Performance vs. Privacy." TBD Podcast, with Rizel Scarlett. August 2024.

"Athlete Biometrics — Who Owns What?" Trustees and Presidents: A Podcast for University Leaders on College Athletics. September 2021.

"Legal Basics of Athlete Performance Data." Scholars of the Game. 2019.

"Athlete Ownership of Biometric Data." Tao of Sports Podcast (Episode 657). 2017.

Recent Articles & Industry Commentary

"The Athletic Departments that Win the Next Decade Will Be Speedboats, Not Cruise Ships." HONOR Data Rights Management Blog, August 2026.

"Cristiano Ronaldo's World Cup Athlete Data Used By WHOOP in New Ad Campaign." HONOR Data Rights Management Blog, July 2026.

"Bryce Harper's Fan Video Ends Up As FanDuel Prize Without Harper's Consent." HONOR Data Rights Management Blog, July 2026.

"The Future of College Athletics Requires Reimagining and Innovating in a Deliberate Way." HONOR Data Rights Management Blog, June 2026.

"Shining a Light on College Sports Betting, NCAA Enforcement, and Behavioral Health." HONOR Data Rights Management Blog, May 2026.

"Olympic Winter Sports Spotlight: Winning with Athlete Performance, Health, and Biometric Data." HONOR Data Rights Management Blog, January 2026.

"College Football Playoff Edition: Big Rewards for Re-Imagining What the CFP Can Be for Fans." HONOR Data Rights Management Blog, December 2025.

"How Athlete Data Can Help Monitor Sports-Wagering Integrity." HONOR Data Rights Management Blog, November 2025.

"The Transformative Impact of AI on Sports Tech and the Future of Sports." HONOR Data Rights Management Blog, November 2025.

"Podcast Feature - NIL, Data Rights and Revenue Generation: The New Frontier." HONOR Data Rights Management Blog, November 2025.

"Policy Brief: FERPA, Athlete Data & Institutional Compliance Considerations." HONOR Data Rights Management Blog, October 2025.

"FERPA Athlete Case Studies Reveal Gaps." HONOR Data Rights Management Blog, October 2025.

"Athlete Data as a Revenue Generator in College Sports." HONOR Data Rights Management Blog, September 2025.

"Athletes at the Center: Unlocking the Future of Data Rights in Sports." HONOR Data Rights Management Blog, September 2025.

RELEVANT PROFESSIONAL EXPERIENCE

Honor Data Rights Management & Sports Data Strategies — Scottsdale, Arizona

Founder & CEO 2015 – Present

- Advise organizations on legal and regulatory frameworks governing biometric, health, and performance data.
- Develop governance structures and compliance programs for data collection, use, and commercialization.
- Provide legal strategy regarding NIL commercialization, athlete data rights, and sports technology platforms.
- Draft and negotiate technology, licensing, sponsorship, and commercial agreements.
- Consult on legislative initiatives related to biometric privacy and data rights regulation.

APL Logistics, LLC — Scottsdale, Arizona

Senior Corporate Paralegal 2021 – 2022

- Global privacy, intellectual property, and corporate entity management portfolio manager collaborating with cross-functional teams and in-house and outside counsel to identify and implement strategies to maintain regulatory compliance and grow business.
- Created best practices for all company Legal Departments globally by researching best practices, interviewing internal stakeholders across North and South America, EMEA, and the APAC and Oceania regions, reviewing existing processes and deficiencies, identifying risks, and utilizing benchmarking from Fortune 100 Companies.
- Managed technology implementation project to consolidate all global Legal spend on all suppliers into one system to increase efficiency and decrease expenditures resulting in 20% savings annually and budget retained to utilize for new projects.

MUFG Union Bank, N.A. — Tempe, Arizona

Vice President – Professional Services 2017 – 2021

- Negotiated technology and professional services agreements across multiple business units.
- Led international initiative supporting regulatory compliance.
- Advised business units on contract structure, regulatory compliance, and risk mitigation.

Early Warning Services, LLC — Scottsdale, Arizona

Senior Paralegal – Privacy, Intellectual Property & Transactions 2009 – 2014

- Managed intellectual property portfolio and contracts for financial technology services company.
- Drafted technology licensing, development, and partnership agreements.
- Researched and advised on consumer privacy compliance and information security initiatives.

DMB Associates — Scottsdale, Arizona

Senior Paralegal – Privacy, Intellectual Property & Transactions 2007 – 2008

- Managed intellectual property portfolio and commercial contracts for financial technology services.
- Drafted technology licensing, development, and partnership agreements.

Bison Homes — Fountain Hills, Arizona

Senior Paralegal – Real Estate & Corporate 2005 – 2007

- Oversaw corporate entity formation, maintenance, and dissolution for commercial and residential property development entities.
- Drafted and managed company sales and supplier contracts.
- Project management for company's government agency initiatives: Creating and filing public reports; Compliance/ Responsible for obtaining and tracking insurance coverage and licenses.

Medicis Pharmaceutical Corporation — Scottsdale, Arizona

Intellectual Property & Corporate Development Paralegal 2002 – 2005

- Drafted and negotiated commercial agreements supporting transactions up to $5B.
- Managed intellectual property, licenses, enforcement initiatives and anti-counterfeiting programs.
- Led teams supporting due diligence, litigation, and corporate transactions.

Nature's Sunshine Corporation — Provo, Utah

Corporate & Intellectual Property Paralegal 1998 – 2002

- Performed all activities related to corporate entity formation and maintenance domestically and internationally.
- Managed intellectual property portfolio prosecution and enforcement in house.
- Managed personnel contracts, stock option agreements, non-disclosure agreements, and other agreements for multi-national dietary supplement corporation.

EDUCATION

LL.M., Sports Law & Business 2015
Arizona State University Sandra Day O'Connor College of Law

J.D. 2014
Arizona Summit Law School

B.A., English (Creative Writing) 2009
Arizona State University

BAR ADMISSION

State Bar of New Mexico

PROFESSIONAL & VOLUNTEER SERVICE

- Chair, IAPP KnowledgeNet Chapter (2024–2026)
- English as a Second Language Teacher (2023–2026)
- Board and steering committee member, Cardea Project for Linux Foundation Public Health, a global medical record privacy technology initiative (2021–2024)
- Author of and Legislative Advisor on Biometric Data Rights Bill in Arizona (2018-2019)
- Judge and Member, Stadia Ventures (2018–2022)
- Weekly Teacher of Children, Youth, and Adults on Character, Moral, and Spiritual Topics (2010-2026)