

## PERSONAL DATA PROTECTION

Ongoing technological evolution and development of digitalisation regularly bring issues pertaining to personal data protection back into the spotlight. Additionally, worldwide personal data processing operations are regulated by an increasingly demanding legal context, exposing companies to more significant image risks and sanctions in the event of non-compliance with the applicable rules.

Drawing on recognised expertise and long-standing experience in the field, Gide has set up a Personal Data Protection team that includes lawyers specialised in the fields of new technologies and European law. This team is headed by partners Thierry Dor in Paris and Benoît Le Bret in Brussels.

### Cross-disciplinary Experience

Our firm is regularly consulted on questions related to the implementation of personal data processing operations and their compliance with the provisions of the French Data Protection Act of 6 January 1978 or the EU Regulation 2016/679 of 27 April 2016 (the General Data Protection Regulation, or “GDPR”).

In addition, Gide constantly monitors developments in the field of data protection, such as the e-Privacy draft regulation dated 26 October 2017, and the French draft bill on the protection of personal data of 13 December 2017 (“CNIL 2”).

Gide regularly leads multi-country studies on the legal requirements applicable to personal data processing, and more generally advises clients on:

- The preparation and the implementation of personal data processing operations that comply with French and international legal requirements,
- The changes introduced by the GDPR and the implementation of compliance mechanisms further to audits and gap analyses,
- Completing administrative formalities with data protection authorities,
- Marketing and advertising in the context of online or mobile activities,
- Issues pertaining to the management of human resources and the implementation of whistleblowing systems,
- The implementation of cross-border personal data flows and transfer of personal data to countries outside the EEA, in particular in the context of their international development or the development of their online or Cloud activities,
- The transfer and communication of personal data as part of international investigations and litigation,
- The management of control procedures and defence within the course of sanction procedures launched by the data protection authorities.

### In-depth European Expertise

Gide was among the first international law firms to open an office in Brussels in 1967. Drawing on longstanding practice of European law and sector-based regulations, Gide assists its clients in interpreting and implementing European legal texts and in getting their voice heard throughout the European legislative process. In the regulatory field, our lawyers have an outstanding command of European procedures and have regular contact with the European institutions, in particular the European Commission and Parliament.

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Moreover, our lawyers have extensive underlying subject matter experience in technology, banking and finance, consumer protection, international law, intellectual property, healthcare and litigation, and have played a leading role in the most recent regulatory developments, including in the field of personal data protection.

Gide also acts in preparing and filing complaints with the European Commission for infringements to the European law that would affect the interests of its clients, such as, for instance, the incorrect transposition or application of EU texts into national Member State law.

## Contact Partners



**Thierry Dor**  
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Partner Thierry Dor is in charge of new technologies and personal data. He has in-depth knowledge of personal data, IT projects, Internet, e-commerce, software and databases. In particular, he advises French and international clients on the implementation of complex data processing operations and international transfers of personal data. He also assists them in their disputes related to information technology. For 11 years, Thierry has worked as a legal counsel in major international groups facing issues related to personal data protection.



**Benoît Le Bret**  
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Partner Benoît Le Bret has recognised experience in competition law, in particular in the fields of State aids (agriculture, financial services, transport, etc.). He also specialises in monitoring European regulation in several sectors, in particular all financial services, gambling, transport, energy, and telecommunications. He has in-depth knowledge and understanding of internal market rules and of community actors and procedures (legislative co-decision, complaints and infringements, EU budget). Prior to joining Gide, Benoît headed the cabinet of Jacques Barrot, Vice-President of the European Commission responsible for Freedom, Security and Justice, whom he assisted in particular in the review of the Directive on personal data protection.

*Gide Loyrette Nouel A.A.R.P.I.  
'has a very strong understanding  
of the IT and technology space  
as a whole with vast experience  
in dealing with start-ups and  
fast-growing companies'. »*

**Legal 500 EMEA 2018**

*Thierry Dor has a particular focus  
on IT litigation and also assists  
clients with transactional matters  
in the technology industry.  
Market commentators describe  
Dor as 'very pragmatic' and  
'very constructive,' with one  
adding that 'we can talk to find a  
solution' in negotiations.*

*According to clients, Benoît  
Le Bret is 'excellent in his grasp  
of the technical and political  
sides of the challenges of EU and  
local issues.' He has a broad EU  
regulatory practice. He assisted  
WESTbahn with its complaint  
to the EC related to the alleged  
abusive practices of ÖBB in the  
rail passenger market. »*

**Chambers Europe 2018**

## CONTACT PARTNERS

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