
German Data Protection and Privacy

Germany

WilmerHale's German data protection and privacy practice is characterized by comprehensive experience and in-depth understanding of the new technical developments in the field of information technology (cloud computing, social media, Internet in general) and full integration in the international practice group. We have a large number of direct contacts to the German supervisory authorities in the area of data protection due to many direct negotiations and discussions. In addition to questions of data protection law in the area of information technology, we also advise on data protection issues in internal investigations and work closely together with our colleagues from the compliance and labor and employment team.

Customer Data Protection and Privacy — We advise on the creation and review of data protection and privacy policies and website terms of use, as well as counseling in the area of customer loyalty systems and competitions. Another focus in this area is the use of new forms of advertising in the social media sector, e.g. Facebook ads.

Data Breaches — We also provide comprehensive advice in case of data breaches, including the coordination and execution of internal investigations (possibly with the help of IT/forensic experts) as well as the communication with the supervisory authorities and the extrajudicial and judicial assertion and defense of injunctive relief and liability claims, including on the topic of "cybercrime."

International Data Transfers — We regularly advise strategically on the structuring of international data flows and also on the practical implementation and preparation of the necessary documentation.

Outsourcing and Cloud Computing — We have advised extensively in this area of data protection law for many years. This is often part of the overall support of complex outsourcing projects.

Key Contacts



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Recognition

- *JUVE Handbook* has consistently recommended WilmerHale for the technology and media sector: data protection. “The duo of data protection experts Braun and litigation specialist Prof. Dr. Hans-Georg Kamann is a successful team and appears more regularly than most in ECJ proceedings” is highlighted.
- *Legal 500 Deutschland* 2020 and 2021 recommends the information technology and privacy practices of WilmerHale under the direction of Dr. Martin Braun. In addition, Dr. Braun is awarded as “Leading Name” in the area of information technology - data protection, as in previous years.
- *Chambers Europe* 2019–2021 praise Dr. Martin Braun as recommended lawyer in the field of TMT: data protection.
- *WirtschaftsWoche* magazine recommends WilmerHale as “TOP law firm” 2019, 2020 and 2021 for data protection law.
- *Lawyer International’s Legal 100 – 2021 Awards* recommends the firm’s Data Protection Practice under the direction of Dr. Martin Braun as “Law Firm of the Year – Germany.”

- *Who's Who Legal* 2019 recommends Dr. Martin Braun for his knowledge in information technology, data protection and data security.
- Dr. Martin Braun is recommended by the *Handelsblatt* in the *Best Lawyers® List* 2014-2019 for the areas of data protection and information technology.