

# Data Protection and Technology





# Who We Are

Felsberg Advogados is a full-service law firm founded in 1970 and defined by its ability to combine experience, tradition and excellence with efficient, fast and focused service, offering innovative solutions in a constantly changing world.

The combination of individual, joint and complementary values, with a tradition established over five decades of service, means that we have a broad and all-encompassing vision that meets the current and future legal requirements of all our clients, from the biggest corporate groups to the freshest of startups.

This is what makes us unique, different and prepared.

# Our History

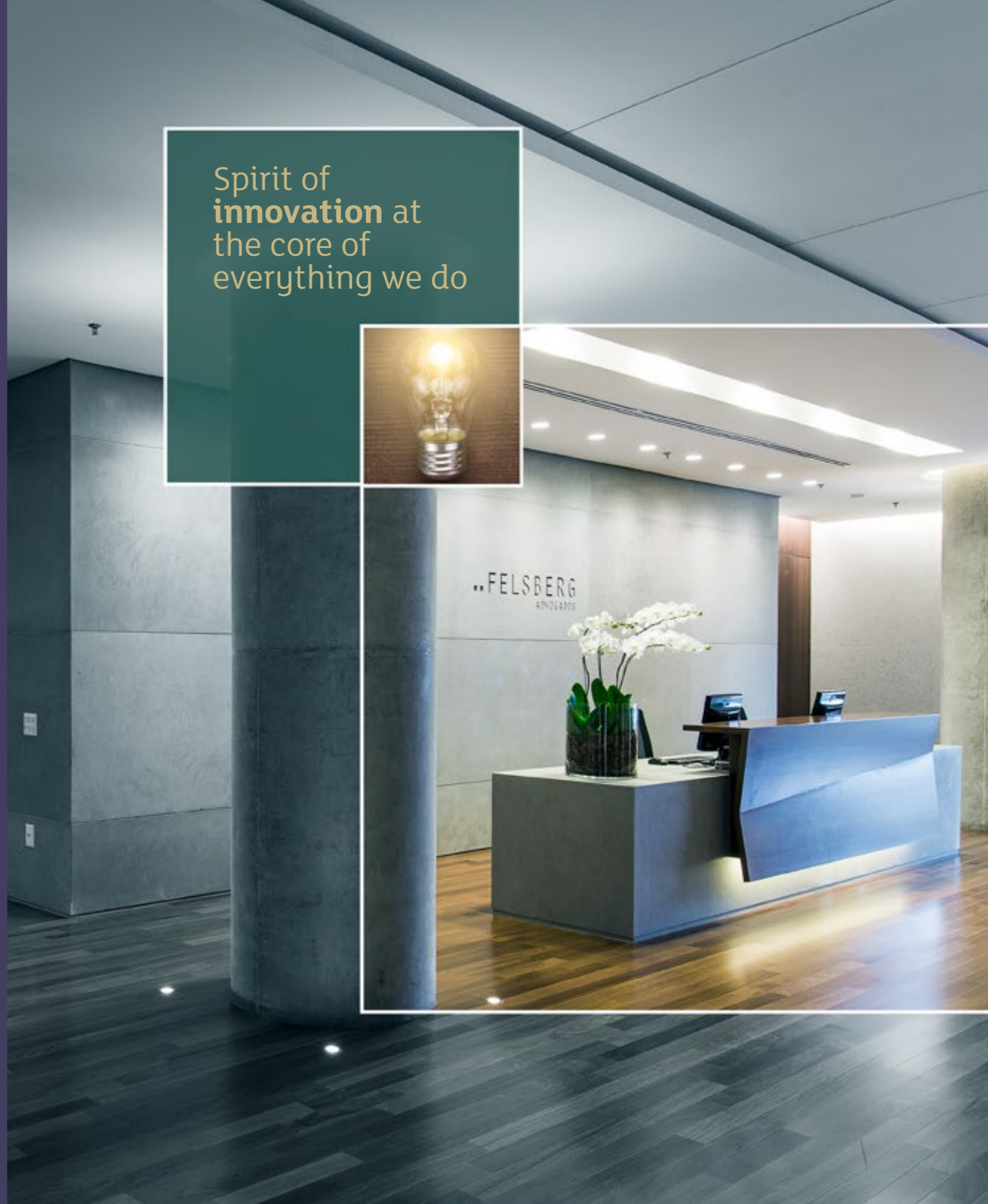
Founded by Thomas Felsberg, the firm has always had an innovative spirit at the core of everything it does.

Long before we were recognized as pioneers in judicial restructuring, we were one of the first firms to advise on aviation financing and contribute to the development of project finance and venture capital in Brazil.

More recently, we inaugurated new practice areas such as fashion law, innovation and startups, intellectual property, life sciences, antitrust, compliance and white-collar crime. We also anticipated future demands with new fintech and payment systems as well as data protection and technology departments and a specialised gaming law team.

More than service providers, we are partners.

Spirit of  
**innovation** at  
the core of  
everything we do







## Our Principles

## Social Responsibility

We are committed to encouraging social, cultural and educational projects.

Among the projects we support are Vaga Lume (creating and maintaining libraries in the Amazon), Americas Amigas (fighting breast cancer among lower-income women in Brazil), APAQ (treatment of burns victims), and AB2L (for the creation of dialogue among law firms and tech companies). Our fashion law team, in particular, devotes pro bono hours to two institutes in the fashion industry: Fashion Revolution (uniting the fashion industry in the way clothes are sourced, produced and consumed) and Instituto Alinha (connecting small workshops with designers and brands at fair prices and deadlines). Over the past two years, our legal professionals provided more than 500 pro bono hours.

## Diversity

Talent does not come with a label. For this reason, we focus on selecting and rewarding the best minds, regardless of gender, color, social class, sexual or religious orientation. Respect for diversity is reflected in our values. Among our partners, more than 50% are women, and within our office as a whole, 57% are women. Salary levels for men and women are equal within each function. Healthcare benefits are extended to all spouses, regardless of sexual orientation.

DiversiFeA, our Committee of Equity, Diversity and Inclusion comprising partners, other fee-earners and staff, promotes regular initiatives and events for the well-being of all members of the firm.



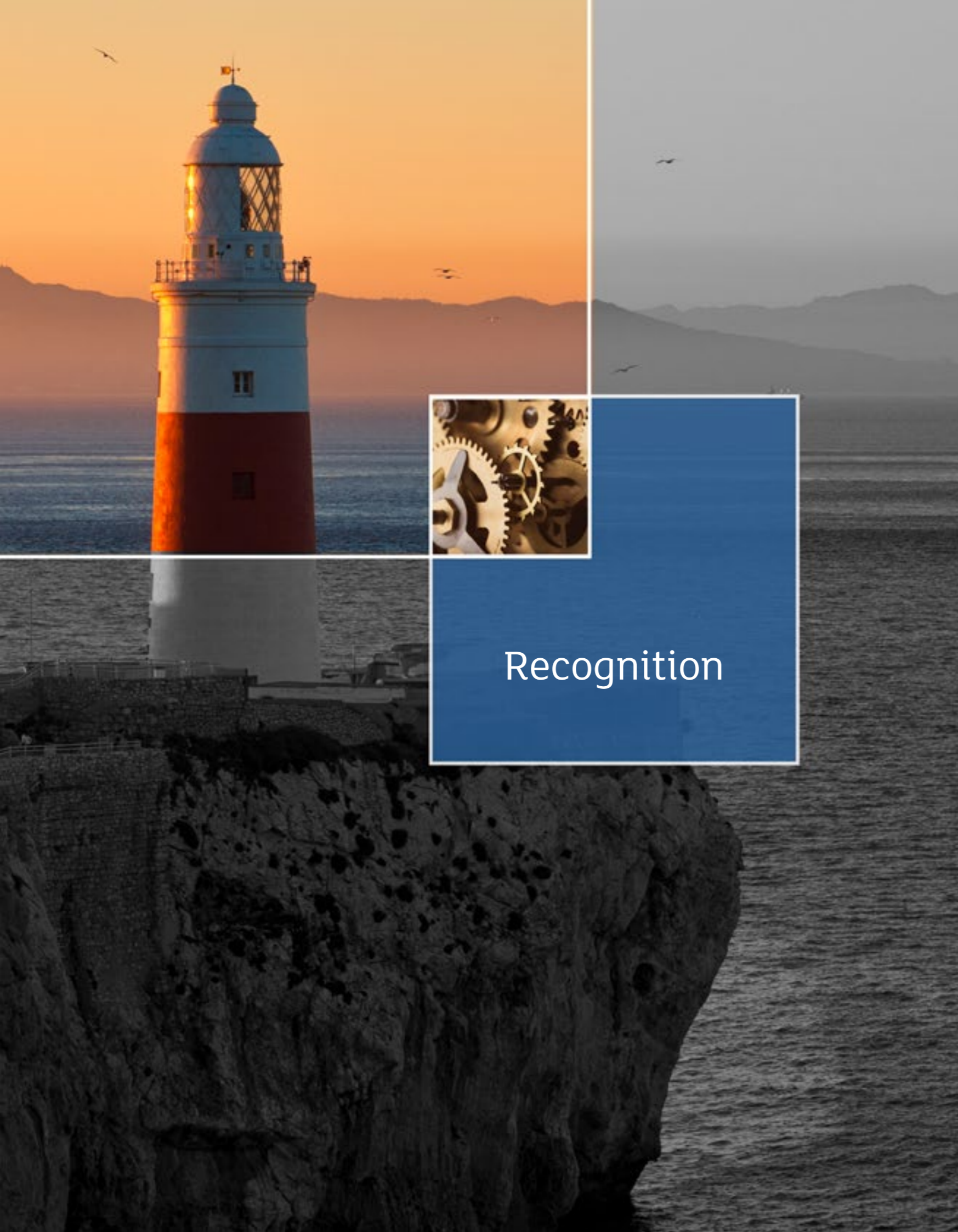


## Practice Areas



- Advertising, Marketing and Media
- Agribusiness
- Antitrust
- Aviation
- Banking and Finance
- Capital Markets
- Commercial Contracts
- Compliance
- Consumer Relations
- Corporate and M&A
- Data Protection and Technology
- Dispute Resolution
- Electric Power
- Environment, Sustainability and Waste
- Fashion
- Fintech and Payment Systems
- Governmental Relations
- Immigration
- Infrastructure
- Innovation, Startups and Venture Capital
- Intellectual Property
- Labor and Employment
- Life Sciences
- Maritime
- Natural Gas
- Oil and Gas
- Privatization
- Public and Regulatory
- Real Estate
- Restructuring and Insolvency
- Sanitation
- Sports and Entertainment
- Tax
- Telecommunications
- White-Collar Crime and Corporate Investigations





Recognition





## Data Protection and Technology



We advise our clients with a focus on: analysis and prevention of liabilities, penalties and sanctions; structuring the company for the mitigation of judicial risks; compliance; consulting for conformity with national and international regulations, such as GDPR, CCPA, LGPD, COPPA, HIPAA etc; drafting of a tailor-made compliance roadmap; strategic negotiation of national and international contracts; litigation and arbitration proceedings.





Partner



## Clarissa Luz

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**Practice Areas:** Data Protection and Technology /  
Innovation, Startups and Venture Capital

Recognized as one of the most admired lawyers in the guide Análise Advocacia 500 for her expertise in Data Protection and Technology, Clarissa has extensive experience in compliance procedures with national and international data protection regulations (e.g. GDPR, LGPD, CCPA). In the area of technology law, she focuses on cyber incidents, network offenses, information security, personality rights, blockchain, startups and the regulation of new technologies. She is also dedicated to advising and developing new business, modelling, know-how protection and business secrets.

Among her main clients are companies from the pharmaceutical, financial, hotel and technology sectors. Over her 16-year career, she has worked in civil litigation, international arbitration and intellectual property consultancy (trademarks, patents, software, copyright), data protection and technology law.





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