

**Technology,
Data Privacy,
Data Protection,
Artificial Intelligence
and Law Enforcement**



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.

We are always attuned to the market and new areas of law.

The firm has formed multidisciplinary internal centers of studies focused on predicting future demands of our clients.

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 contributing to a better world through social actions and the creation of values. We believe that community empowerment is essential for humanitarian growth, from the conception of social responsibility to the design of comprehensive support of projects with a vision of the future, following the needs of the regions in which we operate.

We are committed to ethics in the provision of our services and we dedicate our efforts to topics that are linked to the challenges of society, supporting social, cultural and educational projects. We strongly encourage our team to be involved in social responsibility programs.

Diversity

Diversity is a part of the Brazilian people. Difference makes us unique, and every culture and outlook on life must be included in society.

In 2019, **Felsberg Advogados** created the Diversity Committee, **DiversiFeA**, seeking equality for all. There are currently three affinity groups: **EquiFeA** with a focus on gender equality; **FeA Racional** that discusses racial equity; and **Pride to Be FeA** which fights for the rights of the LGBTQIAP+ community.

The Committee aims to promote initiatives and regular events to raise awareness and encourage reflection on relevant and necessary topics for a more respectful society.

Practice Areas



- Advertising, Marketing and Media
- Agribusiness
- Antitrust
- Aviation
- Capital Markets
- Commercial Contracts
- Compliance
- Corporate and M&A
- Dispute Resolution
- Energy
- Entertainment
- Environment and Sustainability
- Fashion
- Financing, Banking, Fintechs and Means of Payment
- Governmental Relations
- Immigration
- Infrastructure
- Innovation, Startups and Venture Capital
- Intellectual Property
- Labor and Employment
- Life Sciences
- Maritime
- Oil and Gas
- Public and Regulatory
- Real Estate
- Restructuring and Insolvency
- Sports Law
- Tax and Wealth Management
- Technology, Data Privacy, Artificial Intelligence and Law Enforcement
- Telecommunications
- Waste and Sanitation
- White-Collar Crime and Corporate Investigations



Recognition





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Technical excellence combined with strategic action

With solid academic backgrounds and extensive practical experience, our team offers comprehensive, customized, and up-to-date legal solutions in response to constant technological and regulatory changes. We operate proactively, consultatively, and defensively, focusing on responsible innovation, risk mitigation, and legal security.

Specialized Consulting

We provide advisory services for high-complexity projects, with emphasis on:

- Issuance of legal opinions and technical reports;
- Risk analysis related to digital products and services;
- Responses to information security incidents involving personal data;
- Preparation of Data Protection Impact Reports (DPIA/RIPD);
- Conducting legitimate interest balancing tests (LIA);
- Negotiation, drafting, and review of contracts with privacy, security, and technology clauses;
- Legislative monitoring and production of technical notes on Bill Proposals;
- Regulatory monitoring, including interface between LGPD and Bacen regulations;
- Participation in public consultations and providing input to the ANPD;
- Managing LGPD compliance projects and other regulatory frameworks; and
- Acting as Data Protection Officers (DPO) as a service.

Judicial and Administrative Litigation

We represent clients in strategic disputes, including actions before:

- ANPD, SENACON, Procons, Public Prosecutor's Offices, and other authorities;
- Higher courts, including acting as *amici curiae*;
- Public civil actions, administrative proceedings, and individual cases with institutional impact; and
- CONAR – National Advertising Self-Regulation Council.

Artificial Intelligence Regulation

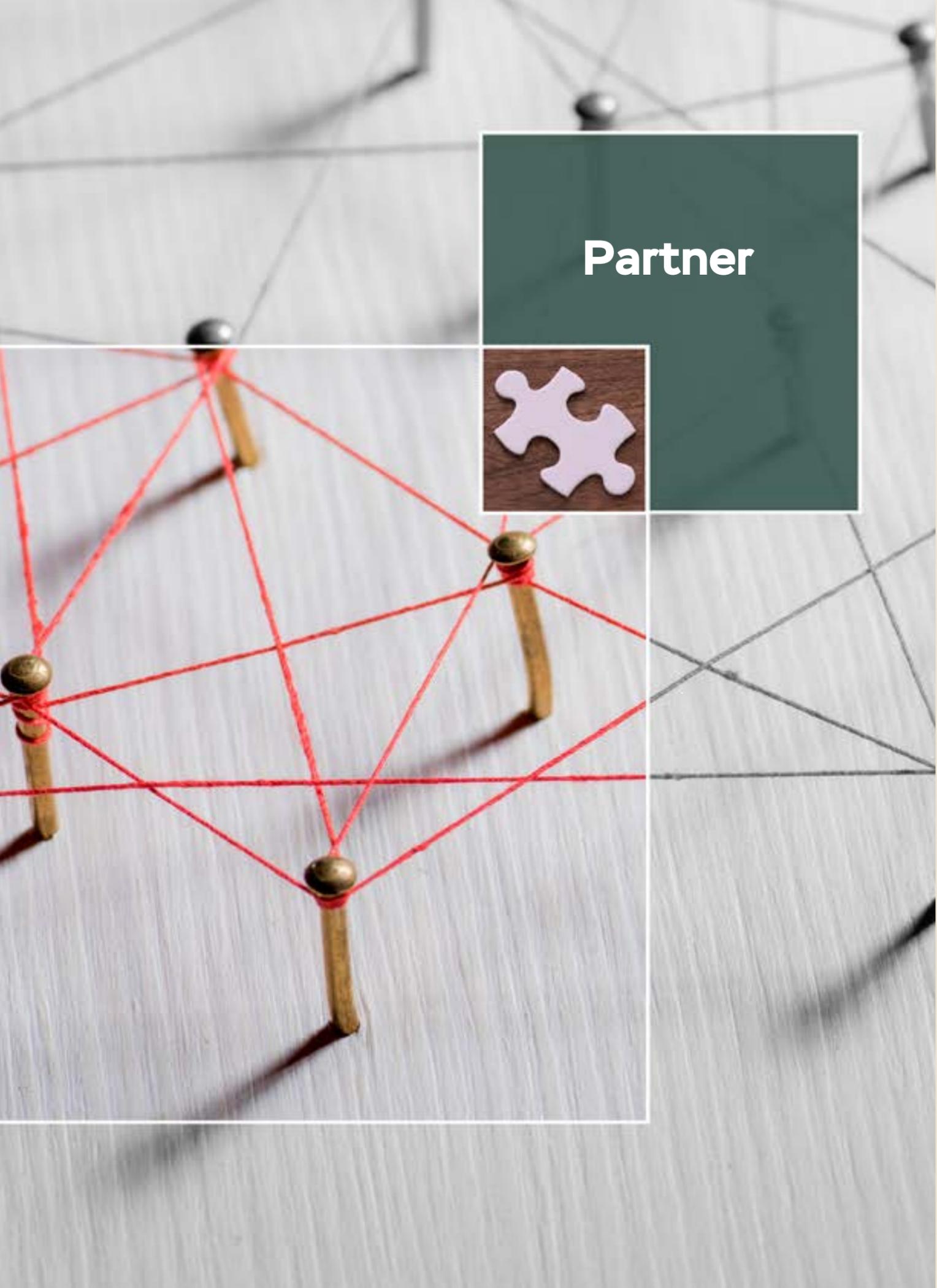
We assist companies in interpreting and applying AI regulatory frameworks, focusing on:

- Structuring AI governance programs;
- Risk assessment;
- Product compliance evaluation;
- Algorithmic Impact Assessment (AIA);
- Fundamental Rights Impact Assessments (FRIA);
- Contract clause evaluation and suggestions;
- Developing transparency, explainability, and accountability practices; and
- Creating internal policies and ethical guidelines for AI development and use.

Law Enforcement and Data Requests

We manage, on both small and large scales, data requests from public authorities across criminal, civil, and labor spheres, offering services such as:

- Assessing the legality of received orders;
- Formulating technical and strategic responses; and
- Filing administrative and judicial appeals against abusive or disproportionate orders.



Partner



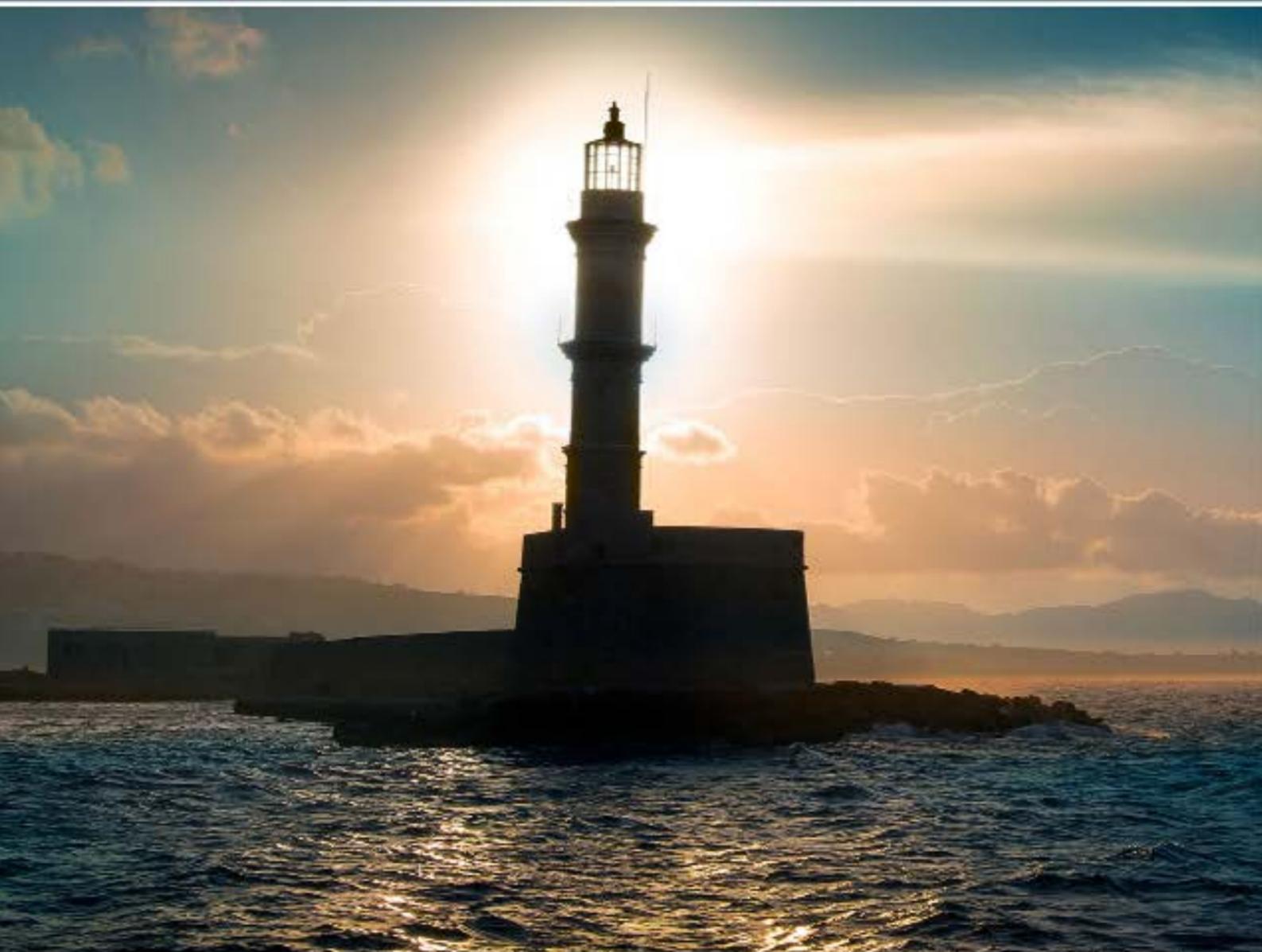
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Practice Areas: Technology, Data Privacy, Artificial Intelligence and Law Enforcement

Lawyer with 20+ years of experience in-house and at major national and international law firms. He has been working with law and technology since 2011, both consulting and litigation (administrative, judicial and arbitral). His focus is on Technology, Privacy, Data Protection, AI, and Law Enforcement. Highly recognized by Chambers & Partners, The Legal 500, and Leaders League.



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