
For national and multinational companies

HOW WE ADVISE OUR CLIENTS

Regulatory, Transactional, and Litigation
services in Privacy & Data protection

Transactional

THIRD-PARTY MANAGEMENT AND DATA SHARING RISKS

- Third-party assessment
- Review of contracts and clauses

M&A OPERATIONS

- Due diligence
- Review of M&A contracts

COMPETITION LAW

- Analysis of concentration acts and antitrust law

Litigation

LITIGATION

- Strategic cases
- Class actions
- Litigation for tech companies
- Individual claims (data subjects)
- Labor claims

ELECTIONS

- Online advertising
- Bulk messaging
- Law enforcement requests
- Court and administrative claims

ADMINISTRATIVE LITIGATION

- ANPD (Brazilian DPA)
- Consumer claims
- Regulatory agencies (e.g., banking and health sectors)
- Public prosecutor / District attorney

Regulatory

LGPD AND SECTOR-SPECIFIC COMPLIANCE

- Full compliance – LGPD and sector-specific legislation
- Perfecting and adapting existing privacy programs
- Compliance for small businesses and startups
- Compliance for specific industries and sectors

DATA PROTECTION ADVICE

- Risk assessment
- Privacy notices
- Corporate policies
- Labor practices
- Marketing practices

DPO AS-A-SERVICE

TRAINING AND AWARENESS

- Training sessions in english for lawyers and non-lawyers

PUBLIC POLICY & NEW REGULATIONS

- Advocacy actions
- Monitoring of recommendations and guidelines published by ANPD (Brazilian Data Protection Authority)

Emergency

DATA INCIDENT CENTER

- 24/7 hotline – obtain incident assistance anytime
incident@camposthomas.com

ONGOING ADVICE IN DATA INCIDENTS

- Risk assessment
- Notification to ANPD / data subjects / third parties
- Forensic investigations
- Administrative and judicial proceedings
- Internal documentation and communication

IMPROVEMENT AND RECOMMENDATIONS

- Data incident response plan
- Tabletop exercises
- Information security measures



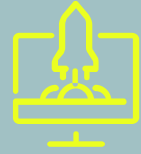
Regulatory: Preventive measures

LGPD AND SECTOR-SPECIFIC COMPLIANCE



Full compliance: LGPD and sector specific legislation

For organizations that need to start from scratch and achieve full compliance



Compliance for small business and startups

Customized packages for small businesses and startups



Perfecting and adapting privacy programs to local laws

For companies with not all but some compliance efforts or international privacy programs that need to be adapted to Brazilian laws



Compliance for specific industries and sectors

Assistance in obtaining compliance with privacy, data protection, and information security legislation in regulated sectors and activities, such as Technology; Digital business; Internet; Consumer protection; Data analytics; Artificial intelligence; Banks and payment institutions; Credit and information bureaus, Health; Insurance and pension; Retail; Automotive; Infrastructure; Agrotechnology; Educational; Tourism



Regulatory: Preventive measures

DATA PROTECTION



Draft and review of privacy notices



Advice in responding to data subject's requests



Draft of consent forms

Advice in structuring privacy and data protection governance programs



Assistance on risk assessments for new products, services, or business processes, with the recommendation of risk mitigation measures



Data Protection Impact Assessments (DPIA)

- Draft and review of data protection impact assessments (DPIA), as required by the Brazilian Data Protection Authority (ANPD)



Drafting and review of corporate policies, such as:

- Acceptable use of personal data
- Data retention
- Information security
- Data sharing and third party management
- Acceptable use of social networks

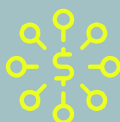
DATA PROTECTION



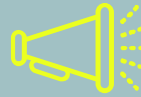
Assessment of compliance practices, including best practices in internal investigations



Advice on the creation of scripts and protocols to comply with data subject's rights in communication channels



Advice in interactions between intellectual property protection and data protection

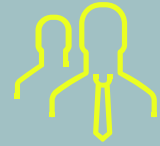


Assessment of marketing practices, including the following:

- Requirements for lead collection
- Capturing leads via inbound marketing
- Targeted marketing campaigns, such as emails and newsletters, Whatsapp and SMS messages
- Online campaigns and advertisements



Participation in privacy committee meetings



Assessment of labor practices, including the following:

- Recruitment and selection, including background check
- Collection, processing, and sharing of employee's sensitive health data with health insurance plans, medical statements, admission or dismissal examinations, or employees' health monitoring practices, among others
- Data processing in individual performance assessments
- Employee monitoring using IT resources
- Bring your own device policies
- Acceptable use of corporate equipment and systems
- Data retention policies



Regulatory: Preventive measures

DPO AS-A-SERVICE

PUBLIC POLICY AND NEW REGULATIONS

TRAINING AND AWARENESS

**Appointment and
assistance as Data
Protection Officer
(DPO)**

**Government Relations:
Advocacy actions**

**Development of
training and
awareness programs
for employees and
third parties**

**Monitoring of new
recommendations and
guidelines published
by the Brazilian
Data Protection
Authority (ANPD)**

**Development of
content and training
for employees
and third parties**

**Development of
awareness actions
for employees
and third parties**



Transactional

THIRD-PARTY MANAGEMENT AND DATA SHARING RISKS



Development of risk classification **policy for data sharing** with third parties

Assessment of data sharing operations and recommendation of technical and legal measures to **mitigate risks**



Draft and review of contracts involving data sharing with third parties such as vendors and business partners, including the review of **data protection clauses**

Draft and review of data sharing agreements and appropriate safeguards for allowing **international transfer**, including review of standard contractual clauses, binding corporate rules, and customized contractual clauses



M&A AND ANTITRUST



Due diligence in M&A operations, with risk assessment from a privacy and data protection standpoint

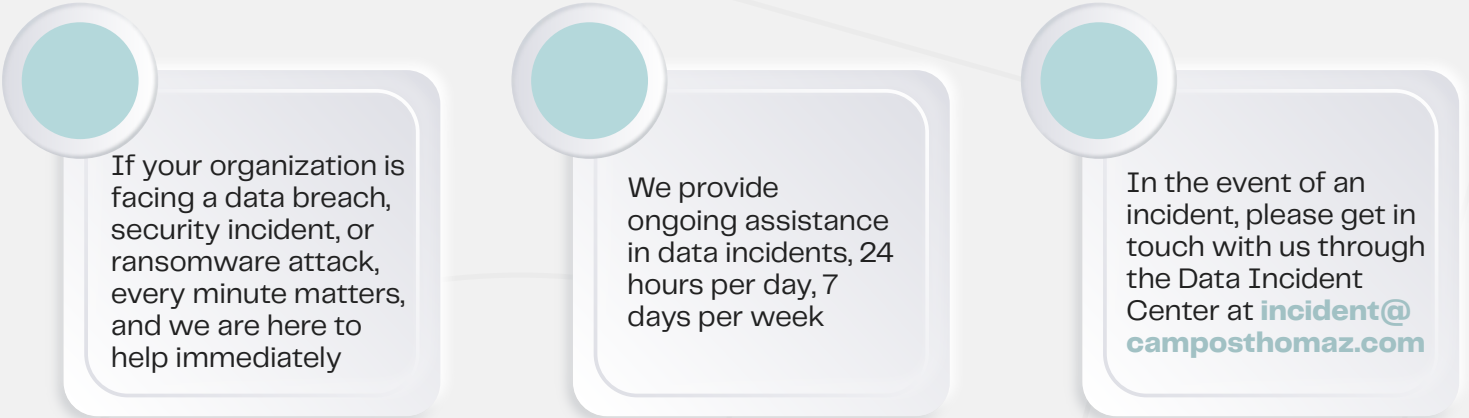
Draft and review of **contracts in M&A transactions**, with specific representations and warranties regarding privacy and data protection



Antitrust advice, including in acts of concentration in transactions involving intangible assets such as databases

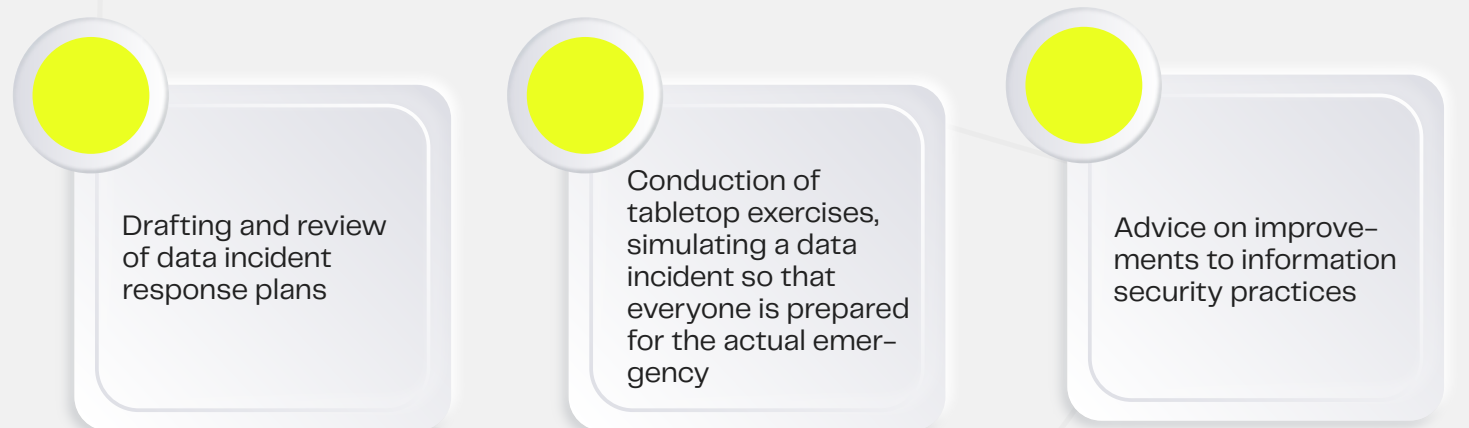


24/7 DATA INCIDENT CENTER



Emergencies

IMPROVEMENT RECOMMENDATIONS



ONGOING ASSISTANCE IN DATA INCIDENTS

Risk assessment of data incidents and recommendations on requirements to notify data protection authorities, data subjects, and third parties

Drafting and review of notifications and communication with data protection authorities, affected data subjects, and third parties

Representation before the relevant authorities, including the data protection authority (ANPD) and consumer protection agencies

Representation in administrative investigations and lawsuits initiated by the Public Prosecutor's Office/District Attorney

Advice during forensic investigations

Draft and review of documentation regarding a data incident for accountability purposes

Representation in claims and lawsuits initiated by data subjects



Litigation

Strategic Litigation

Representation in individual or class action lawsuits

Administrative Litigation-Regulated Sectors

Representation in administrative proceedings initiated by agencies of regulated sectors, such as banking, health, insurance, and others.

Small Claims Court

Representation in lawsuits filed by data subjects

Labor Litigation

Representation in lawsuits filed by employees or former employees

Specialized Tech Litigation

For technology and internet companies. We assist in responding to requests from law enforcement.

Administrative Litigation (ANPD)

Representation in administrative proceedings initiated by the Brazilian Data Protection Authority (ANPD)

Administrative Litigation-Consumer

Representation of clients in administrative proceedings initiated by consumer protection agencies

Elections

We represent our clients during the Election period, including the following:

- Online advertising
- Bulk messaging
- Law enforcement requests
- Court and administrative claims

Administrative Litigation - Public Prosecutor's Office

Representation in administrative investigations initiated by the Public Prosecutor's Office/District Attorney

Please see more content produced by our team in the Privacy and Data Protection series.



Our recognitions



Análise Advocacia (2021)



Chambers & Partners Brazil (2021 & 2022)



Leaders League (2021 & 2022)



Transactional Track Record (2021 & 2022)



The Legal 500 (2022)



Fellow of Information Privacy (FIP)



CIPP/US



CIPP/E



CIPM



CIPT

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