

# Legal precision in privacy, data security and data protection

Expert legal advisers



# Precious resources need meticulous care

The challenges arising from data are countless and inescapable in our maturing technological landscape. To future-proof your organisation, and unlock opportunity from your data, you need alert and experienced lawyers who will deliver practical advice. Our team of experts includes former regulators who have been right at the heart of the development of the legal landscape in this critical area.

## One-stop-shop



Clients turn to CMS to advise on global data privacy, protection and information security projects. Leading multinational companies, many of which hold large amounts of sensitive data and are heavily regulated, instruct us to advise on multi-jurisdictional projects.

## Global AND local



Our teams are flexible in that they handle both large multinational projects but can also deep-dive for niche, country-specific advice. The teams are on the ground in over 40 countries, speak the local language and understand the local laws – but crucially in a global context.

## Pragmatism and business acumen



CMS has a knack for turning legal advice into practical solutions that make sense not just to your legal teams, but to your other employees, such as the HR function, or software engineers.





## Selected experience

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CMS is highly experienced in delivering data protection and information security projects for large multinationals and growing businesses alike. In addition to our extensive geographical scope and a pragmatic and commercial mindset, CMS is well-placed to turn legal advice into practical solutions for your business.

### eBay

And a number of other group companies on the full spectrum of data protection issues - from GDPR and e-Privacy issues, especially on cookie banner, online advertising, consent management platform, to representation before data protection authorities.

### A leading Italian bank

On a project with a US cloud provider including advising on the most appropriate strategies, safeguards and technologies, such as encryption, to manage the issues and risks arising out of Schrems II and the US CLOUD Act.

### Global marketing services company

On their complex BCR arrangements and cross border processing for breach notifications, including liaising with regulators during the application process and analysis of the implications of Brexit on the regulatory approval process.

### International online platform

On the design and implementation of a solution for the platform's data subject access request process, including resource, process and technology.

### Leading insurance company

On a big data project aimed at improving customer and prospect insights by collecting and processing personal data from various sources, including social networks.

### The World Bank

On digital ID authentication legal and regulatory frameworks in Zimbabwe, Lesotho, Madagascar and Sudan.

### XAIN AG

On the GDPR compliance of its cutting-edge federated machine learning technology.

### Wondo (Ferrovial)

On the legal framework of their partnership with Israeli firm Moovit to launch a mobility as a service platform, including all data protection issues.

### Multinational pharmaceutical provider

On several complex Ad Tech projects, including its sophisticated data-sharing arrangements and centralisation of its data management platforms.

### Leading automotive player

In relation to the management of a data breach (access by third parties to the company's list of clients), including advising on the applicable regulations and notification obligations, designing the strategy, reviewing provider contracts and filing a complaint with the law enforcement authorities.

### Major technology company

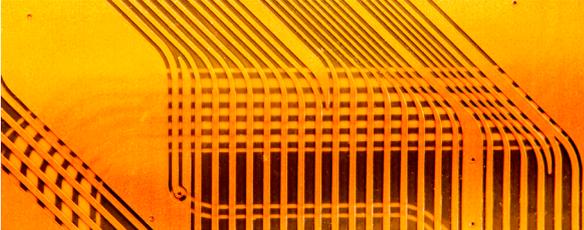
On the use of facial recognition technology at the point of sale and representation in regulatory proceedings in Germany.

### Global media conglomerate

On transfers of personal data relating to launch of its new OTT streaming service in Asia including transfer of personal data from Indonesia and Singapore to India and the US, and to Malaysia where its customer service vendor is located.



# Data protection tools and insight

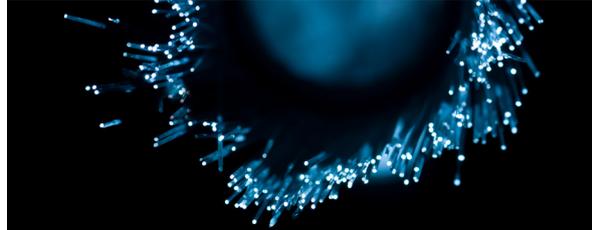


## Data Law Navigator



Want a quick snapshot of data privacy and cybersecurity laws in more than 30 countries?

Visit: [www.datalawnavigator.com](http://www.datalawnavigator.com)

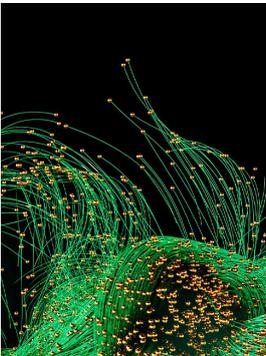


## GDPR Enforcement Tracker



View a running list of fines and penalties which data protection authorities within the EU have imposed under GDPR.

Visit: [www.enforcementtracker.com](http://www.enforcementtracker.com)



## CMS Breach Assistant



An innovative and unique mobile platform arming businesses with information and guidance to more quickly assemble and act once a data breach has been identified.

Visit [www.breachassistant.com](http://www.breachassistant.com) or search CMS Breach Assistant in the app store.



CMS' Team has a deep and comprehensive knowledge concerning data privacy and data protection issues. They always consider not only the pure legal requirements but the client's industry specifications and client's internal policies as well.

*Legal 500, Data Privacy and Data Protection, Hungary, 2020*



Very engaged, precise, responsive, business-oriented with a sharp eye for essentials.

*Legal 500, Data Privacy and Data Protection, Germany, 2020*



The privacy and data protection team is strong on the legal points, very responsive and available and reacts quickly with pragmatic solutions.

*Legal 500, EU regulatory: Privacy and data protection, Belgium, 2020*



They have a brilliant team and nothing stumps them.

*Chambers and Partners, Data Protection, UK, 2020*



# CMS Breach Assistant



## Premium subscription features:

- Ready-to-access guidance on data laws
- Detailed sector-specific guidance for 17 European jurisdictions in key sectors
- Detailed guidance on GDPR enforcement action and remedies
- Instantly notify and mobilise your internal data breach team
- Data breach response checklist
- A-Z of key legal and technical terms and definitions under data protection legislation and other relevant laws in Europe with detailed guidance
- Contact details of CMS data protection lawyers worldwide

Breach Assistant is an innovative mobile platform developed together with the deep expertise of global law firm CMS, arming businesses with information and guidance to more quickly assemble and act once a data breach has been identified.

**Every modern business will experience a data breach at some point in its lifecycle.** Reporting it to regulators and/or individuals, depending on the circumstances and nature of the data breach, is often required by law.

**But many businesses still fail at the first hurdle and fail to act with the appropriate speed once a breach has been discovered,** which could lead to harsher regulatory fines and greater reputational damage.

Breach Assistant is an **innovative and unique mobile platform developed with deep expertise within global law firm CMS,** arming businesses with information and guidance to more quickly assemble and act once a data breach has been identified.

**Easily accessible from the smartphone in your pocket,** Breach Assistant guides those responsible for data privacy within your business through the process, offering advice relevant to a wide range of sectors and jurisdictions, particularly across Europe.

Each data incident poses new challenges for response teams, and as the data regulation evolves, it is critical that your business' approach to data security and data breach response do too.

**Breach Assistant is available to download for iPhone and Android** from the app store. The platform comprises a free version offering practical advice across 19 European countries, and a premium version available on a subscription basis.

Available to download on iOS and Android from the App Store



Search **CMS Breach Assistant** or visit [www.breachassistant.com](http://www.breachassistant.com)



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