


# Data protection and security

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 seamlessly and in short timescales. 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.

On top of technology




From adtech to AI, blockchain to biometric devices, CMS is ahead of the curve in advising on new technologies, allowing our advice to be innovative, agile, pragmatic, and efficient.

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.



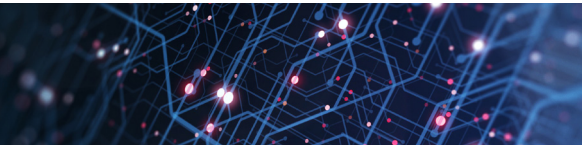
# Selected experience

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.

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|---|---|--|
| <div>eBay</div> <p>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.</p>   | <div>A leading Italian bank</div> <p>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.</p>       | <div>Global marketing services company</div> <p>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.</p> |
| <div>International online platform</div> <p>On the design and implementation of a solution for the platform's data subject access request process, including resource, process and technology.</p>  | <div>Allianz Partners</div> <p>On the launch of two major new innovative and complex telemedicine projects in the EU.</p>   | <div>The World Bank</div> <p>On digital ID authentication legal and regulatory frameworks in Zimbabwe, Lesotho, Madagascar and Sudan.</p>  |
| <div>XAIN AG</div> <p>On the GDPR compliance of its cutting-edge federated machine learning technology.</p>   | <div>Wondo (Ferrovia)</div> <p>On the legal framework of their partnership with Israeli firm Moovit to launch a mobility as a service platform, including all data protection issues.</p>   | <div>Partner in Pet Food</div> <p>On GDPR compliance and data protection matters in Hungary, the Czech Republic, Slovakia, Poland and the Netherlands.</p>   |
| <div>Leading automotive player</div> <p>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.</p> | <div>Samsung Electronics</div> <p>On data protection matters, including assisting with regular data privacy country risk assessments, data protection compliance of CCTV operations, marketing activities and employee and customer related data processing operations.</p> | <div>Global media conglomerate</div> <p>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.</p>    |



# Data protection tools and insight



## Data Law Navigator



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

Visit: [datalawnavigator.com](https://datalawnavigator.com)

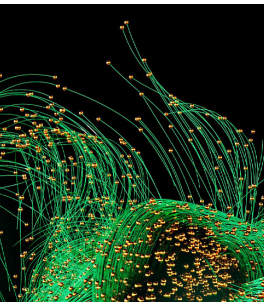


## GDPR Enforcement Tracker



View a running list of fines and penalties imposed under GDPR.

Visit: [enforcementtracker.com](https://enforcementtracker.com)



## CMS Breach Assistant



An innovative and unique response system and knowledge base arming businesses with information and guidance to more quickly assemble and act once a data breach has been identified.

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

» The greatest advantage of working with CMS Budapest is that their data protection team is fully dedicated to this practice area. It not only means that they can devote more attention to data protection matters as their lawyers' attention is not disturbed by other issues, but it also means that over the years CMS has been able to assemble an outstanding team, know-how and expertise in data protection related matters.

*Client testimonial, Legal 500, Data Privacy and Data Protection, Hungary, 2021*

» Like a rock in any storm, knowledgeable and responsive and with a good business acumen.

*Legal 500, EU regulatory: Privacy and data protection, Belgium, 2021*

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

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

» Having been one of the early firms to create a global incident response service, that service is now one of the best we use. It operates seamlessly to provide global advice in short time frames and without incurring massive costs.

*Client testimonial, Chambers and Partners, Data Protection, UK, 2021*

# CMS Breach Assistant

Breach Assistant is an innovative response system, knowledge base and mobile platform arming businesses with information and guidance to more quickly assemble in the event of a data breach.

**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.

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

**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.



## Ask your local contact for a demo of premium subscription features

- Ready-to-access guidance on data laws for over 100 countries
- Detailed guidance in key sectors
- Detailed guidance on 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
- Contact details of CMS data protection lawyers worldwide

Try the basic version for free. Available to download on iOS and Android. Ask your CMS data protection contact for a demo of the premium features.



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

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