

**Are you ready to Counsel on Data Privacy?**

**ASIPI**

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**Dirceu Santa Rosa**  
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Legal professional with over 20 years of experience in Technology Law and Intellectual Property, in law firms located in Brazil, Portugal and USA, as well as in Brazil's leading television network and in one of the world's largest technology consulting firms. Mr. Santa Rosa is currently a Partner of Montaury Pimenta, Machado & Vieira de Mello in the Rio de Janeiro office. Masters of Law from The George Washington University, DC, USA in 1995. Graduated from the Catholic University of Rio de Janeiro Law School in 1993. Co-coordinator of the Brazilian chapter of the International Association of Privacy Professionals (IAPP), was involved in the debate on the new Brazilian Data Protection Law (LGPD). Coordinator of the Software and Data Protection Committee of ABPI (Brazilian Association of Intellectual Property).



Rodrigo Azevedo  
Silveiro Advogados

Partner and Head of Intellectual Property and Digital Law at Silveiro Advogados, Rodrigo Azevedo has been repeatedly recognized as a reference in this field and in Intellectual Property by international publications such as Chambers & Partners, Legal 500 and Leaders League. He has professional and academic training in subjects such as Intellectual Property (LL.M. cum laude at Turin University / World Intellectual Property Organization - WIPO, in Italy and Switzerland; and specialization courses at Franklin Pierce Law Center / University of New Hampshire, in the USA, and at Universidad de Buenos Aires - UBA, in Argentina); Crisis Management and Business Continuity (at the Massachusetts Institute of Technology - MIT, in the USA); International Law (at Universidade Federal do Rio Grande do Sul - UFRGS, in Brazil); Corporate Law and Economics (at Fundação Getúlio Vargas - FGV, in Brazil). Rodrigo Azevedo is the first Brazilian attorney to hold a certification – with distinction – in "Data Protection in the European Union" issued by the European Institute of Public Administration (EIPA), in Maastricht, the Netherlands.



**Raymond O. Aghaian  
Kilpatrick Townsend &  
Stockton LLP**

Ray Aghaian focuses his practice on high-stakes civil and criminal litigation, cybersecurity and data privacy and internal investigations. Mr. Aghaian is an experienced trial lawyer and a former federal prosecutor and serves as co-chair of the cybersecurity and data privacy practice at Kilpatrick Townsend. His experience in the area of cybersecurity has been recognized by the National Law Journal, where he was selected as one of the nation's "Trailblazers," the Los Angeles Business Journal on two separate occasions as one of the "Most Influential Minority Lawyers" and one of "Most Influential Lawyers in White Collar & Cyber Crimes Law," was prominently ranked in the US Legal 500 as one of the best lawyers in the area of trade secrets and has been recognized repeatedly as a Super Lawyer in the area of white collar criminal defense in Southern California. One of Mr. Aghaian's recent data privacy battles with the Justice Department was featured in hundreds of news outlets, including the editorial section of the New York Times. Mr. Aghaian has also appeared before senior officials at the White House on behalf of a client.

**Law Firm Capabilities.**



**With the GDPR and new legal frameworks for data protection around the world, are there new opportunities in the Latin American legal market?**



**What attorneys need to know to build a Data Privacy practice within their firms?**

**What are the necessary skills, suggested certifications or body of knowledge?**



**How law firms in LATAM are adapting to this new “window of opportunity” regarding Data Protection and Privacy ?**

# **Brazilian Law and GDPR**



**Brazil has just issued a data protection law that looks to be quite similar to the EU GDPR. What are the main similarities and the main differences between the two legislations?**



**The Brazilian data protection law will take effect in a year from now, approximately. How are Brazilian companies using this period of vacatio legis to comply with the new requirements?**



**In Latin America, there is no solid tradition in adopting preventive business continuity and business crisis management processes. However, often digital incidents - such as data leakages - paralyze operations or cause serious reputational damages to companies. Also, data protection laws such as the Brazilian one more and more require prior incident response plans, for example. How do you see the development of the field of *data protection crisis management* in Latin America?**

**US Data breach and Cybersecurity  
California Consumer Protection Act.**



- **It is difficult to discuss and counsel on privacy without addressing security, what does the current threat landscape look like?**
- **What are some of the consequences, costs and steps to be undertaken in the event of a data breach?**
  - **Do you see the development of regulation requiring preventative security measures?**
- **What are some of the more recent regulations in the U.S. that address cybersecurity and privacy?**
- **What do you see as a potential issue in the horizon that may raise common privacy related concerns across borders?**



**A recent regulation similar to the GDPR was recently passed in California  
- the Consumer Protection Act - that will go into effect in January of  
2020.**

**What are the main challenges in adopting this regulation as well as the  
GDPR when comparing it to local US privacy statutes.**

**Main take-aways**

**Q & A**

**Thank you!**