

E-commerce

Practice area under
Technology & Outsourcing

Our team has extensive experience in advising clients on all legal aspects of e-commerce. The regulation of e-commerce is complex and closely connected with data protection, marketing and consumer law etc. We provide end-to-end advisory services that take into account the various related issues.

Our advisory services are typically centred on the client's specific e-commerce project and we, thanks to our highly specialised legal knowledge, are in a position to produce solid, useful draft solutions.

We regularly assist Danish and international clients with the following:

- general e-commerce compliance
- review of order flows
- implementation of e-commerce solutions
- workshops on legislation and regulation
- sounding-board activities in connection with new business models
- handling of communication and disputes with competitors and authorities
- preparation of business conditions as well as privacy and cookie policies

We are the preferred advisor to a range of clients because we offer "full" e-commerce compliance. We assist our clients in planning legal e-commerce solutions and advise on individual issues, prepare draft agreements and draw up compliance programmes that require detailed knowledge of the industry.

Ratings



2024 The Legal 500

Within Information Technology and within Telecoms, Plesner is a first tier firm.

"The practice provides to-the-point, pragmatic and business-oriented advice"



2024 Chambers Europe

Plesner is listed in "Band 1" as regards Information Technology.

"Plesner is a full-service law firm with a lot of highly skilled lawyers in many areas"

"The team offers timely advice and is always available for a call to help or assist"



2023 The Legal 500

Within Information Technology and within Telecoms, Plesner is a first tier firm.

"Plesner's team has mastered the art of creating major outsourcing contracts. Both in terms of negotiating the agreement but also in terms of creating a pleasant and respectful negotiation environment"

"Very strong skills and up to date knowledge with a high level of expertise and experience. Legally precise and commercially useful advice"

"The team has great insights within their area of expertise and is able to deliver very qualified advice. They are extremely competent and very friendly"



2023 Chambers Europe

Plesner is listed in "Band 1" as regards Information Technology.

"The lawyers are highly skilled and show a good commercial understanding. They are highly specialised in their areas, and the team altogether has a good breadth"



2022 The Legal 500

Within Information Technology and within Telecoms, Plesner is a first tier firm.

"The team is first of all very competent and are thought leaders within the area. They have developed the Legal Hub, that is a web tool, gathering relevant information to business people within the legal area"

"Plesner provides excellent specialist advice in IT-related matters"

"The Plesner IT practice advises from an in-house business-minded perspective, not from a distanced risk-averse mindset. They also have the technical expertise to understand the software service/product which is being licensed in/out"

"Very competent and professional service"

"High quality legal advice and very good commercial knowledge. Very short response times, continuously able to adjust if requested"



2022 Chambers Europe

Plesner is listed in "Band 1" as regards Information Technology.

"Plesner has the depth and knowledge"

"We always experience a high level of legal and commercial insight and advice with Plesner"



Michael Hur Bertelsen
Attorney-at-Law, Partner,
LL.M.

Mobile +45 29 99 31 08
Direct +45 36 94 12 54
Email mbe@plesner.com



Niels Chr. Ellegaard
Attorney-at-Law (L),
Partner

Mobile +45 29 99 30 71
Direct +45 36 94 12 68
Email nce@plesner.com



Emil Agerskov Thuesen
Attorney-at-Law, Manager

Mobile +45 20 56 07 69
Direct +45 36 94 24 74
Email emat@plesner.com



Mia Cecilie Johansson
Attorney-at-Law, Manager

Mobile +45 24 59 14 03
Direct +45 36 94 14 96
Email mcjn@plesner.com



**Nina Bech Damgaard
Pedersen**
Attorney-at-Law, Director

Mobile +45 30 93 71 67
Direct +45 36 94 11 14
Email ndp@plesner.com



**Vicky Jaiprommin
Mortensen**
Attorney-at-Law

Mobile +45 30 90 15 21
Direct +45 36 94 23 36
Email vijm@plesner.com