

Digital, Tech & Commercial

Practice area

The legal and commercial environment in which businesses operate is becoming increasingly complex. Regulatory requirements are expanding, commercial relationships are evolving, and digital and technological developments are transforming the way businesses operate. This creates new commercial opportunities, but also new contractual and regulatory challenges. Navigating this complexity effectively requires legal expertise beyond traditional practice areas in combination with a strong commercial mindset.

SUB AREAS

Commercial Contracts
Data Protection Law
Technology & Outsourcing

Our Digital, Tech & Commercial team brings together specialists within commercial contracts, technology, digital regulations, privacy, export control, trade sanctions, defence and national security and sector specific regulations to provide integrated legal advice tailored to our clients' businesses.

We advise on matters ranging from complex technology and outsourcing projects, data protection, cybersecurity, and digital regulations to commercial agreements, supply and distribution arrangements, international trade and other strategic business relationships. By combining specialist legal expertise with strong understanding of markets and sectors as well as commercial priorities, we help them manage risks, navigate regulatory change and make the most of new business opportunities.

Digital & Privacy

Data and digital regulations today affect most modern businesses in one way or another. As organisations adopt new digital technologies and process growing

volumes of data, they need to be mindful of extensive requirements relating to data protection, resilience, cybersecurity, AI and other areas of digital regulation.

We help clients navigate these requirements and translate them into workable solutions as part of their overall governance. Our advice covers both day-to-day compliance and complex strategic matters, helping clients take advantage of utilise digital technologies and process data responsibly while managing regulatory risks and maintaining the trust of customers, business partners and other stakeholders.

Tech & Outsourcing

Technology is fundamental to how many businesses operate and develop. Technology investments and offerings within cloud services, artificial intelligence and other emerging technologies create significant opportunities, but also raise increasingly complex contractual challenges.

In addition to navigating the regulatory challenges arising from digital regulations, we also advise clients throughout the lifecycle of their technology and outsourcing arrangements, from business case considerations, procurement and contract negotiations to implementation, operations and exit. Combining extensive experience in technology and outsourcing contracts with technical insight and sound commercial judgement, we help clients structure robust arrangements, manage risks and ensure that their technology investments support their commercial objectives.

Commercial Contracts, International Trade and Trade Compliance

Strong commercial relationships depend on clear and robust agreements. We advise clients on the full range of commercial contracts within different business sectors and various industries such as supply agreements, military equipment acquisition agreements, purchasing agreement, selective and exclusive distribution agreements, authorised dealer agreements, agency agreements, development agreements, consignment financing agreements, wholesale financing agreements, warehousing agreements, logistics agreements, facility management agreements and not least franchising and licensing agreements.

We help clients structure, draft and negotiate agreements that reflect their commercial priorities, allocate risks appropriately and provide a sound framework for long-term business relationships. We also help clients navigate the complexities of international trade as export controls and trade sanctions continuously evolve and sector specific regulations become increasingly relevant. As part of this we help clients with the preparation and implementation of tailored trade compliance programmes.

Case News 13.10.2026

Flying Tiger Copenhagen expands into Romania, Bulgaria and Croatia

Case News 13.05.2026

Flying Tiger Copenhagen expands into the Western Balkans

Case News 01.05.2026

Plesner advises Netcompany on sponsorship agreement with Netcompany INEOS Cycling Team

Case News 28.01.2026

General Atomics Aeronautical Systems sells eight MQ-9B Unmanned Aircraft Systems to Germany via the NATO Support and Procurement Agency (NSPA)

Case News 12.12.2025

ACS Armoured Car Systems' ENOK AB (Airborne) tactical vehicles to be delivered to the Danish Armed Forces

Case News 23.10.2025

Demant to sell Oticon Medical to Impilo

Case News 26.09.2025

Flying Tiger Copenhagen expands into Thailand

Case News 05.09.2025

Flying Tiger Copenhagen expands into Malaysia

Case News 14.08.2025

General Atomics Aeronautical Systems, Inc. sells four MQ-9B Unmanned Aircraft Systems to Denmark via the NATO Support and Procurement Agency (NSPA)

Case News 06.12.2024

Flying Tiger Copenhagen expands into Australia

Case News 25.06.2024

Plesner advises Flying Tiger Copenhagen in connection with its expansion into Vietnam

Case News 14.06.2024

Flying Tiger Copenhagen expands into Singapore



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