

# Data Protection Law

## Practice area

With ongoing digital developments and increasing digitalisation, data protection has become a significant focal point. We take pride in our market-leading Data Protection team which assists clients navigate the complex regulatory landscape of data protection law.

Personal data play an important part in modern society and business. In an era defined by technological innovation and increased technological awareness with constant processing of personal data as a fact of life, it is essential that both private and public actors ensure that their data processing operations comply with data protection law.

The purpose of data protection law extends beyond merely avoiding sanctions for failure to comply with regulation. It is also about building and maintaining the public's trust and about creating customer loyalty and brand awareness as well as measurable value for our clients.

Data protection law is founded on complex regulation at EU and national levels, including various sector-specific national provisions on the protection of personal data.

Compliance with the extensive regulation governing the processing of personal data requires in-depth expertise and comprehensive understanding of the interplay between regulatory, technical and operational aspects relevant to the processing activities.

Plesner's Data Protection team works closely with Plesner's other teams to help clients understand the complex scenery in the field of data protection.

Our approach combines in-depth legal expertise with a strong business acumen, ensuring that our clients' processing of personal data not only complies with applicable law but also creates measurable value and inspires confidence in the processing of personal data in clients' organisations, internally as well as externally.

We serve as a strong legal and strategic partner, advising on the drafting and implementation of the most complex compliance strategies tailored to meet current and future challenges, and we assist clients in their day-to-day work involving data protection.

## Our specialists



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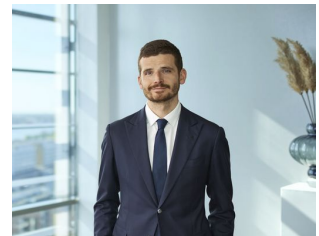
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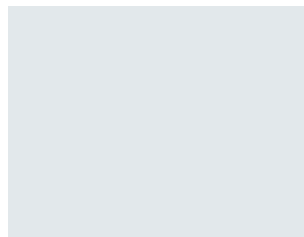
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## Ratings



2024 The Legal 500

Within Data Privacy and Data Protection, Plesner is a first tier firm.

"The team is very capable, responsive and creative"

"The team is excellent at combining specialist data protection knowledge with good common sense and business understanding to propose commercially viable data protection solutions"



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 Data Privacy and Data Protection, Plesner is a first tier firm.

"The team gives good in-depth advice and knows the industry and local context very well. They are genuinely passionate and interested. Their engagement in our cases feels very genuine and it's a pleasure working with them!"



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 Data Privacy and Data Protection, Plesner is a first tier firm.

"The team is available whenever you need assistance. They provide "second to none legal advice" and have a very good understanding of customer needs"

"Plesner law firm provides specialist advice in the data privacy area. Very much to the point, practical and also with insights into how the Data Protection Agency are viewing a specific matter as well as insights into the financial sector"

"The team is uniquely positioned and skilled to take on any complex GDPR transaction or matter. They are regarded as number one in the DK market and have always been frontrunners within advising, education and also system-development/rolling out compliance frameworks etc"

"First-class legal advice, which gives you the possibility to make decisions on a fully transparent legal background and thus the best foundation on which a risk-based business operating model/decision can be made"



2022 Chambers Europe

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"Plesner has the depth and knowledge"

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