

# INFORMATION TECHNOLOGY & PRIVACY GROUP



## Overview

Most companies today, no matter where they sit in the world or what industry they lay in, need to create, collate and manage information in one form or another. Information, data and the systems that make them usable are both assets and liabilities. They can be leveraged for gain but also create great potential risks. So in legal terms IT is a key area of a business that needs to be proactively managed.

Marval, O'Farrell and Mairal's Information Technology & Privacy Group assists companies operating in Argentina, and the Latin American region, to identify and mitigate these various forms of legal risk.

Information technology and privacy are rapidly changing and expanding areas of law and our Group is the first of its kind in Argentina. Not only are we leaders in our field but we are establishing tried and tested methods to assist companies identify and manage their IT and privacy related legal matters, all under one roof. We help companies understand the intricacies of the many laws and regulations that need to be considered when working with computerized information.

## Our Services

Our approach to solving legal issues is business driven, this means realistic and cost effective legal solutions. The Information Technology & Privacy Group serves the needs of many different types of companies, not just those involved in technology.

Key members of the IT & Privacy Group have interned within prominent U.S. law firms with specialist IT and Privacy law practice groups. These senior level foreign associate positions have given our team exposure to the many different types of IT matters faced by companies within their own jurisdictions and allows the Group to advise international clients in a way that they can comprehend easily and enables them to analyze risk.

Uniquely, and when needed, we work with a

non-legal technical support team. Given their specific knowledge in advanced technologies, this team works hand in hand with our lawyers to ensure the underlying value of the companies IT assets are truly understood and realized in any legal project.

- Data privacy
- Outsourcing agreements
- Cybersecurity
- Cloud computing
- IT in Mergers & Acquisitions
- IT agreements
- Software licensing
- E-discovery and forensics
- Due diligence and IT compliance
- Labour matters
- E-commerce
- Social media
- Digital marketing
- Internet Law

## Value Through **Knowledge**

From the outset the Information Technology & Privacy Group has put a strong emphasis on education both internally, and for the companies we serve. It is only through in-depth in-house and outside training that we have become uniquely capable of comprehending complicated technical matters.

- On a monthly basis we bring in people from major companies to talk to the IT team about their businesses.
- We have a permanent training program in place to help our attorneys understand the myriad of IT matters.
- The team are part of the committees of the most important IT associations around the world allowing us to stay abreast of the latest regulatory changes affecting our international clients, e.g. ITechLaw, ABA, IAPP and AIPLA.

We have created knowledge and experience that can give our clients a competitive advantage.

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## A **Cross Functional Team**

Our experience in Intellectual Property and having in-house engineers allows us to approach and understand technical matters in a way most lawyers do not. Further, we are backed up by market-leading departments in practice areas that complement our Information Technology & Privacy Group, such as corporate, finance, tax, labor, regulatory and dispute resolution.

We have more leading lawyers as confirmed by both Chambers & Partners and Legal 500 publications than any firm in the country. Also, our deep-rooted experience in both criminal law and civil law means that we can advise, with authority, the appropriate avenue to pursue.

With a 90 year track record of advising multinational companies and international institutions, we have a unique understanding of the Argentine market and how to help our clients achieve their goals both in the country and in complex cross-border transactions.

## Our Team



Gustavo P. Giay  
[gpg@marval.com](mailto:gpg@marval.com)

Gustavo established and currently leads the IT and Privacy group. Working day to day with clients he offers advice on Internet Law issues and assessments on legal and contractual questions in new and developing technologies. Gustavo heads the firm's IP litigation practice too and his background in IP and Business Law allows him to understand where the value lies within IT companies as well as the technical aspects of their company.



Diego  
Fernández  
[dfer@marval.com](mailto:dfer@marval.com)

Diego has a wide range of experience including IT law, Software licensing, E-commerce, IT agreements, due diligence and IT compliance, Privacy, Data protection, Cybersecurity, Internet Law, Cloud Computing, Digital marketing as well as IP litigation. Diego has completed a Masters of Law on Privacy and IT abroad, and also worked at the Technology Industry Group of a leading US firm gaining invaluable experience in the work large US based multi-national companies need in relation to IT and Privacy.



Mariano  
Peruzzotti  
[mjpe@marval.com](mailto:mjpe@marval.com)

Mariano specializes in data privacy and data protection related matters. His work includes contractual and licensing compliance, data security breach incidents, preparing privacy policies, filings with the proper authorities, viral issues and assessment on legal and contractual marketing, software issues, children's privacy, healthcare privacy, workplace privacy and employee monitoring, as well as social networking. Mariano is also a litigator and has many years of experience working in IP enforcement.



Andrés  
O'Farrell  
[aof@marval.com](mailto:aof@marval.com)

Andrés specializes in criminal law and criminal litigation. He advises local and international clients on a broad range of issues at the intersection of criminal law and technology including collection and preservation of digital evidence for the purposes of internal investigations; digital discovery; security and protection of intangible assets; computer and network intrusions; data breaches; confidential information theft and misuse; identity theft; phishing scams and domain name-related offences.