

## Privacy Law – Personal Data Protection

---

Since 2016, the General Data Protection Regulation (GDPR) has implemented a completely new legal framework at the European level, taking full account of the legal issues related to the processing and use of personal data. GDPR has affected many professions and has made the performance of several tasks more complex. Today, personal data protection law concerns all organisations that process personal data, regardless of the sector or nature of their activities.

In a context of profound digital transformation of the economy where personal data transfer flows are intensifying, JP Karsenty helps its clients to understand and apply this complex and evolving regulatory environment. We help our client to achieve compliance with the applicable regulations, while providing pragmatic and tailor-made solutions to meet the reality of the challenges and operational constraints they face. More specifically, JP Karsenty offers its expertise in litigation and contractual practice, in matters of personal data.

The Personal Data Protection and Privacy Law team is led by Jean-Philippe Arroyo, who is a member of the French Association of Personal Data Protection Officers (AFCDP) and of the Association for the Development of Digital Law (ADIJ).

Jean-Philippe Arroyo is also co-author of the book « *#RGPD et Marketing - De la contrainte à l'opportunité* », published by e-theque.

He regularly intervenes in conferences on these subjects and provides professional training on these issues, particularly in collaboration with independent DPO providing their services.

The firm's Data Protection and Privacy team is well recognized in numerous rankings for its expertise.

### **Ranking Décideurs Magazine 2024**

Data protection law and cybersecurity – Highly recommended  
IT, software & digital projects - Highly recommended

Digital Platforms law and Applications - Recommended