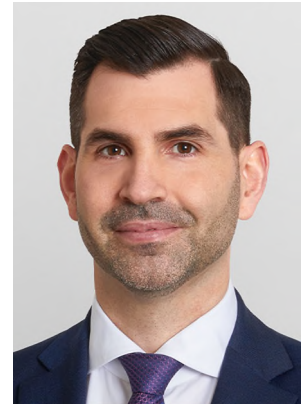


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## **Areas of Practice**

New Technology, ICT and Data Protection, Distribution, Competition and Intellectual Property Law, General Contract Law, Litigation, Mergers & Acquisitions, Banking and Capital Markets Law

## **Expertise and Recent Experience**

Marco S. Meier is a Counsel with Thouvenin Rechtsanwälte since January 2023. He specializes in information and communications technology (ICT) law. Marco S. Meier represents and advises national and international clients in all areas of technology, data protection, cybersecurity, intellectual property, banking and financial markets law as well as in technology-related compliance matters. As a trained computer scientist and Certified International Privacy Professional Europe (CIPP/E), he has extensive experience in the implementation of data protection compliance projects, both under Swiss law and under the EU General Data Protection Regulation, in software and licensing matters as well as technology and outsourcing projects in a variety of industries.

The resolution of ICT disputes as well as advice in advertising law are further focus areas of his practice. He also regularly advises national and multinational companies on IT/IP M&A transactions.

## **Credentials**

Marco S. Meier has been recognized by Legal 500 as a "Rising Star" in the area of "Data Privacy and Data Protection" in 2020, 2021 and 2022. According to Legal 500, he is a "promising and dedicated associate with very good implementation and project management skills together with legal knowledge" and "excellent for getting a project done" (Legal 500 EMEA, 2020).

## **Professional Experience**

- 2023 Counsel, Thouvenin Rechtsanwälte KLG, Zurich
- 2018 – 2022 Senior Associate/Associate, MLL Meyerlustenberger Lachenal Froriep Ltd., Zurich
- 2016 – 2016 Consultant, PricewaterhouseCoopers Ltd., Zurich
- 2014 – 2016 Junior Associate, Lustenberger Attorneys at law, Zurich
- 2010 – 2014 Associate Legal & Compliance, BHF-Bank Switzerland Ltd., Zurich

## **Legal Education / Bar Admission**

- 2021 Certified International Privacy Professional/Europe (CIPP/E), iapp
- 2017 Admission to the Bar
- 2014 University of Lucerne / UIC School of Law, Chicago, Master of Law (MLaw)
- 2011 Zurich University of Applied Sciences (ZHAW), Bachelor of Science in Business Law
- 2006 Swiss Federal Certificate of Proficiency (EFZ) as a computer scientist

## **Memberships in in Professional Associations**

- International Association of Privacy Professionals (iapp)
- International Association of Young Lawyers (AIJA)
- International Technology Law Association (ITechLaw)
- Zurich Bar Association (ZAV)
- Swiss Bar Association (SAV)

## **Languages**

German, English, French, Italian

## **Speaking Engagements**

- “DSG-Toolbox des Handelsverband – Das neue Schweizer DSG kommt!” (Data Protection Toolbox of the Trade Association - The new Swiss DPA is coming!), Speaker, XBorder 2022, Zurich, October 2022
- “The Future of Automotive – Protecting and Exploiting the Future”, Speaker, AIJA Half Year Conference, Gothenburg, May 2022
- “Online- & Offline-Werbung sowie Zusammenarbeit mit Agenturen” (Online & offline advertising and cooperation with agencies), Speaker, E-Commerce XBorder 2020, Zurich, August 2020
- “Extended Reality – Ein Use Case für den Tourismus?” (Extended Reality - A use case for the tourism industry?), Speaker, Legal eTourism Day 2019, December 2019, Zurich
- “Nudging: Ein probates Mittel im Tourismus?” (Nudging: An appropriate tool in the tourism industry?), Speaker, Legal eTourism Day 2019, December 2019, Zurich

“Influencer-Marketing und Recht in AT und CH” (Influencer marketing and law in AT and CH), Speaker, XBorder 2018, November 2018, Vienna

“Influencer Marketing in der EU und China” (Influencer marketing in the EU and China), Speaker, XBorder 2018, August 2018, Zurich

### **Selected Publications**

Email Marketing Compliance: Switzerland (Country Q&A), Thomson Reuters, Practical Law Data Privacy Advisor, 24. September 2021

Email Marketing Consent and Disclosures (Switzerland) (Standard Clauses), Thomson Reuters, Practical Law Data Privacy Advisor, 24. September 2021

Nudging: rechtliche Grauzonen und moralische Fallstricke, Jusletter, 21. September 2020

Influencer-Marketing – Erheblicher Nachholbedarf bei der Kennzeichnung von Posts, Lawstyle Magazin, December 2018