



M. FIRON & CO. ADVOCATES

## DATA PROTECTION AND PRIVACY

M. Firon & Co. is a pioneer in the field of Data Protection and Privacy in Israel. The firm has built a leading practice in supporting many companies in all areas of industry in Israel and worldwide, and at the same time gain a high reputation in handling privacy in the dynamic cybersecurity sector.

The firm's attorneys provide its clients a solution for this all-embracing sector, including representation in real-time before the authorities and courts on alleged infringements of privacy, including preventative measures to ensure in advance that clients' businesses comply with the legal requirements in this field.

The firm provides its clients with routine legal advice in Data Protection and Privacy and in dealing appropriately with the regulations that have developed on these issues including with the Ministry of Justice's Privacy Protection Authority, representation before all authorities and courts in privacy violation claims, providing routine consultancy to prevent such violations, protection of personal data, application of the Protection of Privacy Law, 5741 - 1981 (the "Privacy Law") and its regulations, support and advice in complying with the European General Data Protection Regulation (GDPR), and acting for and representing clients before the Privacy Protection Authority in cases of auditing, data security incidents, and drafting professional opinions.

Our firm supports Israeli and international companies in a broad spectrum of issues in this sector, including transferring personal data out of Israel, using cloud computing services, forming agreements to gather and use personal electronic data, legal support in overseeing the use of organizational computerized systems by employees, registering databanks, routine work with the regulator, and more.

The firm's clients in the field of Privacy Law include Israeli and foreign government offices, public and private companies, financial institutions, insurance companies, pharmaceutical companies, hotels, fashion chains, and more.

M. Firon & Co. stands at the forefront of privacy law in Israel due to its attorneys' renowned expertise and deep familiarity with the enforcement authorities and the procedures in the sector. The firm's clients are ensured quality representation with genuine added value. In addition, in accordance with its outstanding international character, the firm routinely provides advice in implementing privacy laws as they apply to its clients' international operations and to transferring data to or from Israel.

### COMPREHENSIVE AND FULL SERVICE INCLUDES:

- Advice in complying with privacy and data protection regulations;
- Advice in complying with GDPR instructions;
- Representation before the Privacy Protection Authority;
- Representation in applying the Protection of Privacy Law, 5741 - 1981;
- Registering databases;
- Advice in protecting personal data;
- Professional opinions;
- Representation before all authorities and courts;
- Monitoring employees in organizational computer systems.

*"The Firon team is one of the best in the country in terms of depth, professionalism, international experience and business orientation"*

The Legal 500



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