

## Dr. Annette Demmel

**Partner**

**Berlin**

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**Languages spoken**

English | German



### About Annette

Annette Demmel is a partner in the Data Privacy, Cybersecurity & Digital Assets Practice Group in Berlin. For more than 20 years, Annette has advised national and international businesses on technology and privacy laws as well as general commercial, focusing on the development of new digital products, the implementation of data-driven technology, the digital transformation of processes and data sharing. She frequently advises companies from various industries, with a focus on chemicals, mobility, engineering, real estate, education, health, events, hospitality, the creative industry and marketing.

Annette regularly leads the implementation of international privacy compliance programs and provides advice on policy and regulatory issues arising in relation to the digitalization of workflows. She specializes in topics around development and use of artificial intelligence, also conducting respective negotiations with unions and works councils.

Annette Demmel is a specialist lawyer for information technology law and a specialist lawyer for copyright and media law.

### Experience

- Setting up a data sharing platform for economic development in 90+ countries.
- Advising companies in the education sector on learning strategies based on artificial intelligence, HR optimization through artificial intelligence and innovative marketing.
- Interim data protection management for all European companies of a global beverage group and legal support for their digital strategy.
- Advising on international data transfer mechanisms in international groups, including the implementation of Binding Corporate Rules, and the addition of newly acquired companies to that. Worldwide project management in relation to the implementation of international privacy programs.
- Advising automotive companies in relation to autonomous driving and development of in-vehicle infotainment.
- Supporting a global software provider in regard to its multi-country 3D mapping project.

- Advising a multinational company on the restructuring of the group IT services, as well as negotiations with local works councils regarding privacy and co-determination rights with regard to cloud services and centrally managed solutions.
- Advising on transitional services agreements for IT in various transactions and different industries.
- Advising on international cooperation in relation to cancer research data.
- Handling data breaches for international businesses, coordinating notifications worldwide and negotiations with authorities.

## Credentials

### Education

- Kammergericht Berlin, Second State Examination, 1998
- University of Greifswald, Doctor of Law, 1997
- Freie Universität Berlin, First State Examination, 1994

### Admissions

- Germany, 1998

## Recognitions

- Holds a certificate as an information technology lawyer (*Fachanwältin für Informationstechnologierecht*) and as a copyright and media lawyer (*Fachanwältin für Urheber- und Medienrecht*).

## Expertise

### Services

- Intellectual Property & Technology
- Data Privacy, Cybersecurity & Digital Assets
- Communications

### Industries

- Advertising, Media & Brands
- Life Sciences
- Sports & Entertainment

## Publications & Speaking Engagements

- Co-presenter, "Protect Your Business from Regulatory Risk: Mitigating the Threat of Dark Patterns," MyLawCLE and Federal Bar Association webinar, April 19, 2023.
- Co-author, "German DPA Issues Guidance on Schrems II and the Transfer of Personal Data to Non-EU Countries," Squire Patton Boggs (US) LLP, Security & Privacy Bytes, September 2020.
- Co-author, "Anonymization of Personal Data with Focus on Traffic Data: First Public Consultation Procedure by the Federal German Data Protection Office," Squire Patton Boggs (US) LLP, Security & Privacy Bytes, March 2020.

## About our firm

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lobbying and political capabilities and invaluable connections on the ground to a diverse mix of clients, from long-established leading corporations to emerging businesses, startup visionaries and sovereign nations. More than 1,500 lawyers in over 40 offices across four continents provide unrivaled access to expertise.