

Bartolomé Martín

Partner

Madrid

T +34 91 426 4867

Amsterdam

bartolome.martin@squirepb.com

Languages spoken

Spanish | English



About Bartolomé

Bartolomé Martín is a partner in the Data Privacy, Cybersecurity & Digital Assets Practice. Bartolomé's practice sits squarely at the intersection of data protection and cybersecurity, consumer protection, e-commerce, and intellectual property and technology (IP&T).

His deep knowledge of the multiple facets of digital transformation makes him a sought-after counsellor to business and legal teams seeking solutions with acceptable risk. Bartolomé's thinking and approach are informed by his experience in a broad array of client engagements and the position he held as head of the IP&T practice at a multinational professional services network in Spain prior to joining the firm.

Data Privacy and Cybersecurity

In the data privacy space, Bartolomé helps clients confidently navigate the design and implementation of GDPR readiness, international data transfer agreements, cross-border data protection systems, audits, privacy impact assessments and e-privacy. He has extensive experience in NIS implementation and providing companies with tools to be legally cyber resilient.

Consumer Protection/e-Commerce

Industry-leading companies turn to Bartolomé for day-to-day advice on legal and regulatory issues impacting their B2C relationships (consumer rights, contracting with consumers, guarantee and legal service, autonomous regions regulations and digital content), as well as issues surrounding e-commerce and behavioural advertising, including commercial communications, intermediation service providers, search engines and AdWords.

Intellectual Property and Technology

In his IP&T practice, Bartolomé handles leading-edge deals for pharma, financial, technology, cybersecurity, energy and retail clients and structures and negotiates a wide variety of agreements, including outsourcing and distribution agreements (including agencies and franchises) and all types of commercial law and IP matters (trademarks, copyrights, software and licensing agreements), as well as international trade (import/export) and online gambling.

Experience

- Conducted data protection analysis for a leading credit reporting agency on the data processing activities carried out with the company's algorithms. Also advised on the renewal of the company's collaboration contractual framework, including drafting and negotiating the contracts covering a wide range of IP, data protection and commercial matters.
- Prepared a report analysing the open-source software (OSS) dependencies of a software tool developed by a European regulatory agency to detect any incompatibilities and downstream licensing terms and copyright notice requirements to abide by when distributing the tool to end users.
- Developed a report analysing digital assets e-privacy practice in Spain for an energy group, as well as designing its cookie strategy.
- Conducted a digital law audit covering IP, e-privacy, consumer protection, advertising, data protection and geo-blocking regulations for an international retailer.
- Assessed the compliance of a multinational financial services group's insurance distribution scheme with the data protection regulations.
- Negotiated and drafted software purchase and maintenance agreements for a Spanish pharmacists association.

Credentials

Education

- Universidad Complutense de Madrid, Degree in Law, 2001

Admissions

- Madrid, 2007

Expertise

Services

- Data Privacy, Cybersecurity & Digital Assets

Publications and Speaking Engagements

- Presenter, "New Challenges in Cybersecurity for the Healthcare Sector," National Congress on Health Law, October 21, 2022.
- "Derecho de acceso a información desestructurada, ¿acceso o exceso?" ("Right of access to non-structured information. Access or excess?") *Diario La Ley*, 2020.
- "Desafíos jurídicos en materia de privacidad derivados de un Brexit sin acuerdo" ("Privacy legal defies arising from a hard Brexit"), *Diario La Ley*, 2019.

About our firm

One of the world's strongest integrated law firms, providing insight at the point where law, business and government meet. We deliver commercially focused business solutions by combining our legal, 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.