

## Joanna Rozanska

Associate

Madrid

### Biography

As an associate in the IPMT department, Joanna advises on data protection, IT contracts, intellectual property, cybersecurity, e-commerce, advertising and information society services (ISS) law, as well as image rights.

Joanna's clients include pharmaceutical and healthcare companies, audiovisual companies, information society service providers, technology platforms and large multinational retail companies.

Prior to joining Hogan Lovells, Joanna worked at a leading international firm in the area of intellectual property and data protection, as well as at a multinational software development company.

Joanna is a member of the European Advisory Board and Co-Chair of the Madrid KnowledgeNet Chapter of the IAPP, the world's largest organisation in the field of privacy. She is also a regular speaker at conferences on personal data protection and new technologies.

### Representative experience

Advising a leading multinational in the fashion sector on data protection and IT contracts.

Assisting local and international companies before the Spanish Data Protection Agency and the Spanish courts.



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### Languages

Spanish  
English  
Polish

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### Practices

Communications, Internet, and  
Media

Complex Contracting

Copyright

Intellectual Property

IP and Technology Transactions

IT Law

Privacy and Cybersecurity

Trademarks and Brands

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Advise on a day to day basis to leaders in the technology industry, as well as to top-level information society service providers.

Advising on the drafting and negotiation of software contracts with technology companies (e.g. SaaS developers).

Advising a US artificial intelligence company on the review and negotiation of a collaboration contract with one of the world's largest technology companies.

Advising the largest Spanish hospital network on the drafting and negotiation of a group-wide telecommunications outsourcing contract.

Advising a prestigious Spanish clinic on the negotiation of an agreement with the largest US collaborative research organisation.

## Latest thinking and events

- News
  - Spanish DPA's guidelines for humanizing automated decisions
- News
  - EU Data Act Series (part 7): Easy switching between data processing services (SaaS, IaaS, PaaS...)
- News
  - Second time's a charm – Spanish DPA's decision on NOYB vs. Google Analytics Part 2
- News
  - New guidance on analytic cookies in Spain – is consent always required?
- News
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- News
  - EU Data Act (part 4): Final political agreement reached –data access vs. IP rights

## Industries

Consumer  
Financial Institutions  
Insurance  
Life Sciences and Health Care  
Sports, Media and Entertainment  
Technology and Telecoms  
Transportation and Logistics

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## Areas of focus

AdTech  
Advertising and Promotion  
Compliance  
Licensing and Commercial Transactions  
IP Rights in Transactions  
IT Outsourcing  
Privacy and Cybersecurity Public Policy Counseling and Advocacy  
Data Protection  
Digital Advocacy and Social Media

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## Education and admissions

### Education

Executive Program in Data Protection and Cybersecurity, IE Law School, 2017  
Master Degree in Intellectual Property and New Technologies, Universidad Autónoma de Madrid, 2017  
Masters Degree in Access to Legal Practice, Universidad Autónoma de Madrid, 2017

