

## Massimiliano Masnada

Partner

Rome

### Biography

Massimiliano Masnada is one of the leading lawyers in Italy in the field of privacy and data protection: given his practical and commercial approach, Massimiliano is appreciated by clients for finding suitable solutions to comply with Italian and European regulations.

Massimiliano's knowledge covers a number of different issues including mobile technology, social media, connected cars, telemedicine, cloud computing, online tracking, and cross-border transfers of data.

Massimiliano has represented many clients before the Italian Data Protection Authority on both contentious and non-contentious matters, and often brings insight to clients on compliance in the privacy area.

Massimiliano also represents many of the most important Internet Service Providers and e-commerce players in relation to IT litigation, helping them solve a broad range of challenges in the Italian market.

Massimiliano is also involved in the adoption, implementation and updating of organisational and compliance models of international clients doing business in Italy.

Massimiliano is often invited as a speaker by academic institutions or private organisations at seminars and master on data protection and compliance issues and



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### Languages

English  
Italian

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### Practices

Privacy and Cybersecurity  
IT Law  
Technology Litigation

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### Industries

TMT  
Life Sciences and Health Care

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### Areas of focus

has written several publications on data protection issues.

The team led by Marco Berliri and Massimiliano Masnada has been awarded the "Best Law Firm of the Year" in IP&TMT at the Legalcommunity IP&TMT Awards 2017 and 2019 and "Best team of the year" in New Media at the Top Legal Industry Awards 2016.

## Representative experience

Advising Google in relation to non-contentious matters in Italy, with particular focus on data protection, including right to be forgotten, cookies and consent

Assisting a number of pharmaceutical companies in relation to telemedicine projects and to compliance with data protection regulations

Assisting international insurance companies and banks in relation to data breach obligations

Advising Vodafone in data protection issues arising out from connected cars

Assisting an American non-profit and charitable organization in relation to liability for pages appearing on a free online encyclopaedia

Assisting the main multinational technology company specialized in Internet-related services and products on litigation concerning all its services in Italy

Assisting the main multinational technology company specialized in Internet-related services and products on data protection issues, including right to be forgotten

## Awards and rankings

- Italian TMT team has been awarded as "Best Law Firm of the Year" in IP&TMT, *Legalcommunity IP&TMT Awards*, 2017 & 2019
- Winner of the award "Privacy Lawyer of the year", *Legalcommunity IP&TMT Awards*, 2016

Data Protection

Dawn Raids

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## Education and admissions

### Education

Università degli Studi di Perugia,  
1997

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## Accolades

"He can easily control stressful situations and appears comfortable and confident, even when faced with a number of unprecedented legal issues".

*Chambers Europe 2018*

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Clients are quick to note that Massimiliano is "very passionate about his work" in the technology space. He advises on a broad spectrum of IT issues, ranging from data protection and data privacy to cloud computing.

*Chambers Europe 2019*

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He is commended for always being "there to answer when urgent matters arise" and for staying calm in "stressful situations."

*Chambers Europe 2016*

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- "Of counsel Massimiliano Masnada is highly rated", *Legal 500 EMEA*, 2014
- Italian TMT team won the 'Best Team of the Year Award' in Technology, Media and Telecommunications, *Top Legal*, 2014

## Latest thinking and events

- Hogan Lovells Publications
  - TMT Horizons 2019
- Press Releases
  - Hogan Lovells rings in the New Year with 30 promotions to partner and 47 promotions to counsel
- Hogan Lovells Engage
  - Data Class Actions: the era of mass data litigation
- Hogan Lovells Publications
  - Life sciences and health care horizons
- Awards and Rankings
  - Hogan Lovells Italian team wins "Best Law Firm" award at The Legalcommunity IP & TMT Awards
- Blog Post
  - Part 5: New and Stronger Rights

"He is very strong in civil procedure and one of the biggest experts in privacy law. He's very passionate about his work. He is confident even when faced with a number of unprecedented legal issues".

*Chambers Europe 2017*

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*Chambers Europe 2016*

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