



Pavel Zahradníček

Senior Associate

Pavel Zahradníček specialises in data protection, information technology, media and telecommunications law, M&A transactions, contractual relationships and e-commerce.

In data protection law, Pavel specialises mainly in the implementation of the GDPR and related advisory, privacy and personal data protection in electronic communications (e-privacy), data transfers to non-EU countries, and personal data security regulation.

In other areas of law, Pavel focuses mainly on technological transactions in IP/IT, software licensing, IT solutions supply and implementation, including agreements on IT servicing. He also engages in corporate law and business transactions in acquisitions and divestitures of companies active mainly in the IT sector. Pavel Zahradníček also has extensive experience in advising on distribution

relationships, consumer protection, advertising law and public sector law.

He regularly supports Czech and foreign companies in connection with personal data processing (including the adaption to requirements introduced by the GDPR), setting-up or adapting relevant business processes to be in compliance with EU and international data protection standards, and the adaptation of companies' activities comprising data processing to the Czech legal environment.

Pavel Zahradníček participates in advising clients active in various sectors, including providers of internet platforms and online solutions, healthcare and pharmaceutical industry, banking, finance and fin-tech, automotive industry and companies processing large volumes of data (including big data).

Before joining our law firm in 2016, Pavel Zahradníček worked in a renowned regional law firm where he specialised in contractual, administrative, public procurement and municipal law, dispute resolution, and civil and administrative proceedings.

Projects

- advising a major Czech provider of motor vehicle financing, a member of a multinational group, on a comprehensive project of GDPR implementation, including the mapping of personal data processing activities and data flows, the preparation of a risk matrix and the implementation of selected measures
- carrying out data protection audit focused on compliance with the GDPR in a worldwide provider of enterprise print management solutions, including the implementation of selected measures and legal advisory in setting-up of a structure for the protection of personal data including transfers of personal data outside the EEA
- providing on-going legal advisory to a leading European provider of smart data and analyses related to various and comprehensive challenges of personal data protection, particularly in connection with the implementation of the GDPR and data transfers outside the EEA
- providing legal advice to a leading multinational spirits producer and distributor, and conducting a transaction worth CZK 135 million related to the acquisition of selected spirit brands, mainly in connection with the transfer of intellectual property rights
- preparing contractual documentation and providing related legal advice to a leading ammunition manufacturer in a transaction involving a framework sale of ammunition worth CZK 3 billion
- advising a major Czech provider of vehicle financing, a member of a multinational group, on the preparation of an online car sale platform
- advising a leading Czech broker of consumer loans on the comprehensive set-up of an online platform for brokering mortgage loans
- advising numerous healthcare and pharmaceutical companies on international transfers of patient data

Membership in professional associations

Czech Bar Association

Languages

Czech, English, French

Education

Masaryk University, Faculty of Law, Brno (2015), Mgr. (Master of Laws)

The John Marshall Law School, Chicago, Illinois, USA (2014), scholarship program

University of Glasgow, School of Law, Glasgow, United Kingdom (2013), exchange program focused on courses in international and EU law

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