

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

Practices

Privacy and Cybersecurity

IT Law

Technology Litigation

Commercial

Mergers and Acquisitions

Industries

Technology & Telecoms

Life Sciences and Health Care

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

- Compliance (Italy), Recommended, *Legal 500 EMEA*, 2020
- Data Privacy and Data Protection (Italy), Recommended, *Legal 500 EMEA*, 2020
- Data Privacy and Data Protection (Italy), Next

Insurance

Automotive

Consumer

Areas of focus

Data Protection

Dawn Raids

Education and admissions

Education

Università degli Studi di Perugia,
1997

Accolades

'Its experience has been developed over many years, long before privacy became a hot topic. The team's great knowledge of law and of the market means it provides advice that is always relevant, focused and business oriented.'

Legal 500, 2020

Generation Partner, *Legal 500 EMEA*, 2020-2021

- TMT (Italy), Next Generation Partner, *Legal 500 EMEA*, 2019-2021
- TMT (Italy), Recommended, *Legal 500 EMEA*, 2019-2020
- Ranked in Band 2 in the TMT Information Technology section in Italy, *Chambers*, 2019-2021
- Italian TMT team has been awarded as Best Law Firm of the Year in IP&TMT, *Legalcommunity IP&TMT Awards*, 2017-2020
- Winner of the award Privacy Lawyer of the year, *Legalcommunity IP&TMT Awards*, 2016
- 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
 - Data class actions guide
- Press Releases
 - Hogan Lovells successfully assists Google in Italian Google Shopping case
- Insights
 - PSD2 and GDPR: Bank of Italy view
- Published Works
 - Getting the Deal Through: Luxury & Fashion 2020
- Awards and Rankings
 - Hogan Lovells Italian team wins: "Best Law Firm of the Year" at the 2020 Legalcommunity IP & TMT Awards
- News
 - TMT Horizons 2019

'Massimiliano Masnada is great as both litigator and compliance counsel. He is one of the biggest experts in privacy law in Italy – very passionate about his work, always reliable and eager to help even in real time'

Legal 500, 2020

'The team has fantastic knowledge of privacy and data protection.'

Legal 500, 2020

He is experienced in handling data privacy and protection as well as contentious and regulatory matters. One source noted their appreciation of his "very business-oriented" approach, while another highlighted his "high-quality work."

Chambers Europe, 2020

Massimiliano Masnada is adept at advising on regulatory and contentious mandates, frequently assisting leading e-commerce platforms. "He always understands clients' needs and is able to provide solutions," confirms one client.

Chambers Europe, 2021

"He can easily control stressful situations and appears comfortable and confident, even when faced

with a number of unprecedented legal issues".

Chambers Europe 2018

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

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

Chambers Europe 2016

"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

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

Chambers Europe 2016
