

## Joséphine Beaufour

Associate

Paris

### Biography

Joséphine Beaufour mainly focuses her practices on data privacy, cybersecurity, Technology, Media & Telecommunications (TMT), and Intellectual Property.

She assists and represents French and international companies, on both transaction and litigation matters relating to personal data protection and right to privacy through the implementation of GDPR due diligence, data protection risk and impact assessments, the drafting of data processing agreements, and data transfer agreements, the drafting and negotiation of online and employee privacy policies, cookie policies, as well as the management of records of data processing documentation notably in the realm of online services; advertising and marketing; consumer protection.

Joséphine also assists and represents French and international companies with intellectual property, especially copyrights, trademarks, designs, domain names; trade secret; unfair competition law; information and communication technology, notably through the drafting and negotiation of technology and outsourcing agreements, and other IT agreements (licenses, SaaS, integration, cloud).

Joséphine was admitted to the Paris Bar in 2018. Before joining Hogan Lovells, Joséphine was an



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### Languages

English  
French

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### Practices

Commercial

Commercial Litigation

Communications, Internet, and  
Media

Copyright

Designs

Domain Names

Intellectual Property

IT Law

associate in the IP/IT/Privacy team in the Paris office of one of the largest US-based law firms. She also previously worked as a paralegal in New York and Geneva law firms.

## Representative experience

Assisting an Adtech company in the context of a proceeding before the French privacy authority concerning the implementation of Consent Management Platform (CMP).

Assisting professional associations representing media, e-commerce and digital advertising ecosystems in France in litigation relating to the "cookies" legal framework.

Assisting clients further to data breach for notification to the competent authority and information of data subjects.

Assisting a French airports company on a facial recognition project before the French privacy authority.

Assisting a French company operating fashion, luxury and beauty department stores in the launch of their e-commerce website.

Assisting a French non-profit association operating in the medico-social sector in complying with the General Data Protection Regulation (GDPR).

Assisting clients on litigation matters relating to digital advertising squatting, trademark infringement and unfair competition in the French market.

Litigation Services

Marketing and Advertising

Patents

Privacy and Cybersecurity

Trade Secrets and Confidential Know-how

Trademarks and Brands

IP Litigation, Arbitration, and Alternative Dispute Resolution

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## Industries

Automotive

Consumer

Life Sciences and Health Care

Technology & Telecoms

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## Areas of focus

AdTech

Broadband, Internet, and E-commerce

Communications Compliance and Enforcement

Consumer Protection and Privacy

Data Protection

Fashion and Luxury Brands

Health Privacy and Cybersecurity

IP Licensing, Commercialization, and Technology Transfer

IP Rights in Transactions

IT Outsourcing

Media and Entertainment Litigation

Personality Rights

Technology Contracts

Telecommunications and Wireline

Workplace Privacy

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## Education and admissions

### Education

Master Degree in International Private Law and International Trade Law, Paris II Pantheon-Assas, 2017

Master Degree in Private Law, Paris II Pantheon-Assas, 2015

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### Memberships

International Association of Privacy Professionals (IAPP)

Certified Information Privacy Professional/Europe (CIPP/E), January 2020

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### Bar admissions and qualifications

Paris

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