

## Dr. Martin Pflueger

Partner  
Munich

### Biography

Since the early days of his career, Martin Pflueger has been focusing his practice on advice in the area of information technology, Internet, e-commerce and data protection, with a focus on the life sciences, technology and automotive industry. Not only from his various secondments with clients in the technology and pharmaceutical sector, including as European privacy counsel for a worldwide leading cloud computing service provider, Martin brings extensive experience in drafting and negotiating IT agreements, evaluating new technologies and business models as well as advising clients on all aspects of European and German data protection law.

Martin is recognized for having a deep understanding of the expectations and legal challenges clients are facing in connection with complex technology or outsourcing projects, the implementation of business processes in the field of Internet and e-commerce matters, or the handling of personal data. He regularly advises clients on IT/IP related aspects in various commercial and corporate transactions. Martin's privacy practice covers all aspects of European and German data protection law, including the coordination of multi-jurisdictional projects on European and international level – whether you are looking at managing your cross-border transfers of



### Phone

+49 89 290 12 0

### Fax

+49 89 290 12 222

### Email

[martin.pflueger@hoganlovells.com](mailto:martin.pflueger@hoganlovells.com)

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### Languages

English  
German

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### Practices

Intellectual Property  
IT Law  
Privacy and Cybersecurity

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### Industries

Automotive  
Life Sciences and Health Care  
Technology & Telecoms

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personal data (including implementing Binding Corporate Rules) or at dealing with the particularities for the processing of health data, whether you need assistance with the drafting of privacy policies or data transfer agreements, or whether you seek advice on topics such as Big Data, Connected Cars, the Internet of Things or on general data protection compliance issues.

Martin studied law in Munich and spent parts of his legal training in Sydney. While working as a research fellow at the Max Planck Institute for Innovation and Competition in Munich, he obtained a doctorate degree for his dissertation on the topic of international protection against unfair competition.

## Awards and rankings

- Information Technology: Data Protection, *Legal 500 EMEA*, 2019
- Included for Data Security and Privacy Law, *Edition Best Lawyers™ in Germany*, 2020
- Recommended lawyer for Data Security and Privacy Law, *Legal 500 Germany*, 2019
- Recommended Data Security and Privacy Law, *WirtschaftsWoche*, 2019

## Latest thinking and events

- Hogan Lovells Publications
  - European Investigations Guide 2020
- Hogan Lovells Publications
  - More data, more risk: The automotive industry rethinks its privacy strategies
- Press Releases
  - Hogan Lovells advises PTC on the acquisition of ioxp
- Hogan Lovells Publications
  - Mobility and Transportation - Hot Topic Q&A

## Areas of focus

Broadband, Internet, and E-commerce

Corporate and Commercial Transactions

Health Privacy and Cybersecurity

IT Outsourcing

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## Education and admissions

### Education

LMU Munich (Ludwig-Maximilians-Universität München)

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## Memberships

German Association for the Protection of Intellectual Property (GRUR)

German Association of Law and Informatics (DGRI)

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## Interviews

- Brochures
  - Guide on Internal Investigations in Germany 2019  
*Brochures*
- Hogan Lovells Engage
  - Data breaches: to notify or not to notify?