

Joke Bodewits

Partner

Amsterdam

Biography

When clients need business focused, pragmatic advice in using and protecting data, they turn to Joke Bodewits. Joke understands the legal needs of her clients. As a problem-solving advocate, Joke sees the connections between law and business realities. She has helped clients resolve compliance and enforcement problems with practical solutions and minimal corporate pain.

To her clients, Joke is known to act as a member of the team rather than as an external adviser. She takes a proactive approach. Whether it's Big Data, data breaches, mobile technology, e-commerce, international data transfers or online tracking, Joke helps clients effectively deal with regulations that may be challenging for them. She identifies possibilities and risks, associated with innovative solutions.

Joke is also experienced in drafting and negotiating commercial contracts, such as IT licensing agreements and distribution agreements. She has keen industry know-how, to help her clients achieve business success and get deals done. Her clients rely on her to provide frank advice and find solutions to their most difficult problems.

Joke has taken the highly-rated Grotius specialization course in IT law. Joke teaches data protection law as a



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Languages

English
Dutch

Practices

Commercial
Consumer Law
Intellectual Property
IT Law
Privacy and Cybersecurity
Commercial Litigation

Industries

TMT

guest lecturer at Nyenrode New Business School. She is an editor for the journal Privacy & Practice and is frequently asked for public speaking engagements.

Representative experience

Joke conducts and coordinates world wide data protection compliance review, such as for a pharmaceutical company covering 120 countries.

Joke regularly advises clients on data protection strategies and compliance, including privacy impact assessments, compliance analyses and contact with regulators.

As a counsel for various internet companies, Joke advises on the use of new technologies, including online tracking, targeting and commercial use of data.

Joke represents clients during investigation proceedings of regulators and in informal discussions with regulators.

Joke advises on and implements Binding Corporate Rules for Controllers and Processors and represents clients with regulators during the approval procedure.

For various clients, Joke drafted and negotiated data processing agreements and developed cross-border data transfer strategies.

Joke regularly assists clients during data breaches and handles data breach notifications with regulators and data subjects.

Joke drafts and negotiates distribution agreements and licensing agreements, including IT contracts.

Joke represents major online reservation platforms.

Joke advises on mobile health and data processing using medical devices.

Joke advises clients in privacy by design matters and accountability issues.

Consumer

Life Sciences and Health Care

Areas of focus

Breach Preparedness, Response, Investigation, and Communication

Corporate and Commercial Transactions

E-discovery and Information Management

Technology Contracts

Broadband, Internet, and E-commerce

Communications Compliance and Enforcement

Consumer Protection and Privacy Networks and Platforms

Telecommunications and Wireline Content

IP Licensing, Commercialization, and Technology Transfer

IT Outsourcing

Tech Litigation

Health Privacy and Cybersecurity

Privacy and Cybersecurity Public Policy Counseling and Advocacy

Risk Management, Governance, and Compliance

Workplace Privacy

Medical Devices

Digital Health

Joke represented clients during enforcement of commercial contracts, including IT contracts.

Joke assists clients in developing data protection compliance strategies, including using privacy as a marketing tool.

Joke regularly assists clients in the use of health data and matters concerning health data issues.

Joke assists clients in matters concerning contractual liability in data breach matters.

Joke advises clients on the use of mobile technologies, such as device fingerprints, use of geolocation data and digital identity.

Joke trains employees working with personal data on privacy principles and data security.

Awards and rankings

- Industry Focus: Information Technology, *Legal 500 EMEA*, 2018-2019

Latest thinking and events

- Press Releases
 - Hogan Lovells rings in the New Year with 30 promotions to partner and 47 promotions to counsel
- Hogan Lovells Publications
 - The GDPR introduces new notification rules for personal data breaches: What you need to know
- Hogan Lovells Publications
 - Data breach response and notification under the EU GDPR and U.S. laws *Privacy and Cybersecurity Webinar*
- Hogan Lovells Engage
 - Data Class Actions: the era of mass data litigation
- Press Releases
 - Hogan Lovells advises Daimler on a mobility joint

Education and admissions

Education

Grotius specialisation course IT law, 2013

University of Groningen, 2005

Memberships

Dutch Association for Privacy Law (Vereniging Privacy Recht)

Dutch Bar Association (Nederlandse Orde van Advocaten)

Bar admissions and qualifications

Amsterdam

Court admissions

Courts of Appeal, the Netherlands

District Courts, the Netherlands

venture with BMW

- News

- Ready, Set, Respond – Hogan Lovells Launches Online Global Cybersecurity Resource Portal