

## Marta Colonna

Senior Associate

Rome

### Biography

The Internet has no territorial boundaries; Marta, thanks to her pan-European education and her experience in this field, is able to work on cross-border projects and provide multi-jurisdictional solutions to online companies. Clients can always count on Marta's experience in facing a broad range of challenges for online operators in Italy and more generally in Europe. She has acquired significant experience on all matters relating to online business and provides 360-degree assistance to clients: from drafting user agreements, privacy policies and compliance policies to assisting clients in day-to-day legal questions, including representation before courts or authorities in proceedings dealing with e-commerce, information technology, consumer protection and data protection issues. Marta is fluent in Italian, English and French and speaks Spanish.

After graduating in law in France and obtaining a Master of Laws in Intellectual Property and Information Technology law in the U.K., Marta, since 2012, has assisted some of the most important players in Italy in the e-commerce and Internet industry and regularly advises clients in commercial matters, data protection, consumer protection, proceedings before Italian Authorities and litigation before national courts.



### Phone

+39 06 6758231

### Fax

+39 06 67582323

### Email

[marta.colonna@hoganlovells.com](mailto:marta.colonna@hoganlovells.com)

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### Languages

English  
Italian  
French

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### Education and admissions

#### Education

French law degree, Université Paris I Panthéon-Sorbonne, 2009

Italian law degree, Università degli Studi di Firenze, 2008

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### Bar admissions and qualifications

## Representative experience

Advising all companies of the Google Group in relation to non-contentious matters, with particular focus on data protection

Assisting players on the online travel and accommodation sector in their compliance with Italian legal requirements (licensing requirements, consumer protection, data protection, etc.)

Assisting telecom companies on legal interception, data protection and regulatory compliance

Advising luxury brand companies in the drafting and negotiation of commercial agreements

Assisting a number of hosting providers in relation to the liability regime and regulatory framework in Italy and other online companies in all aspects relating the provision of online services

Assisting the main multinational technology company specialized in Internet-related services and products, in relation to litigation concerning all its services in Italy

## Latest thinking and events

- Awards and Rankings
  - Hogan Lovells Italian team wins "Best Law Firm" award at The Legalcommunity IP & TMT Awards