



# Welcome



# LA PRIVACY & CYBERSECURITY SYMPOSIUM

LatAm Challenges Associated with Data Migration and the Cloud  
Legal Perspective

Presented by

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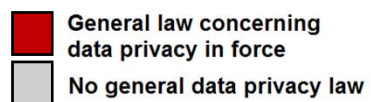
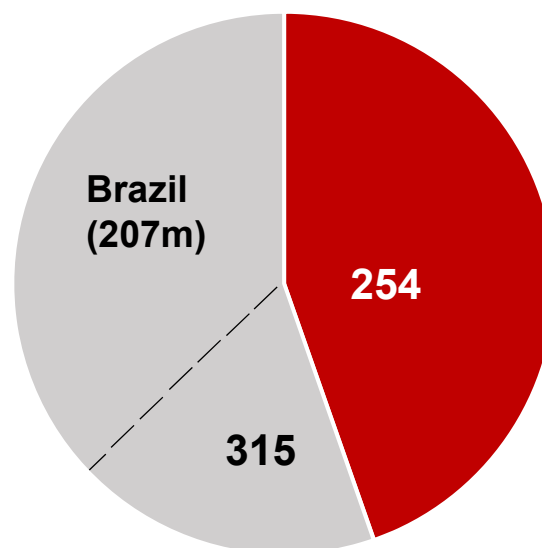
[jvp@bmapi.com.br](mailto:jvp@bmapi.com.br)

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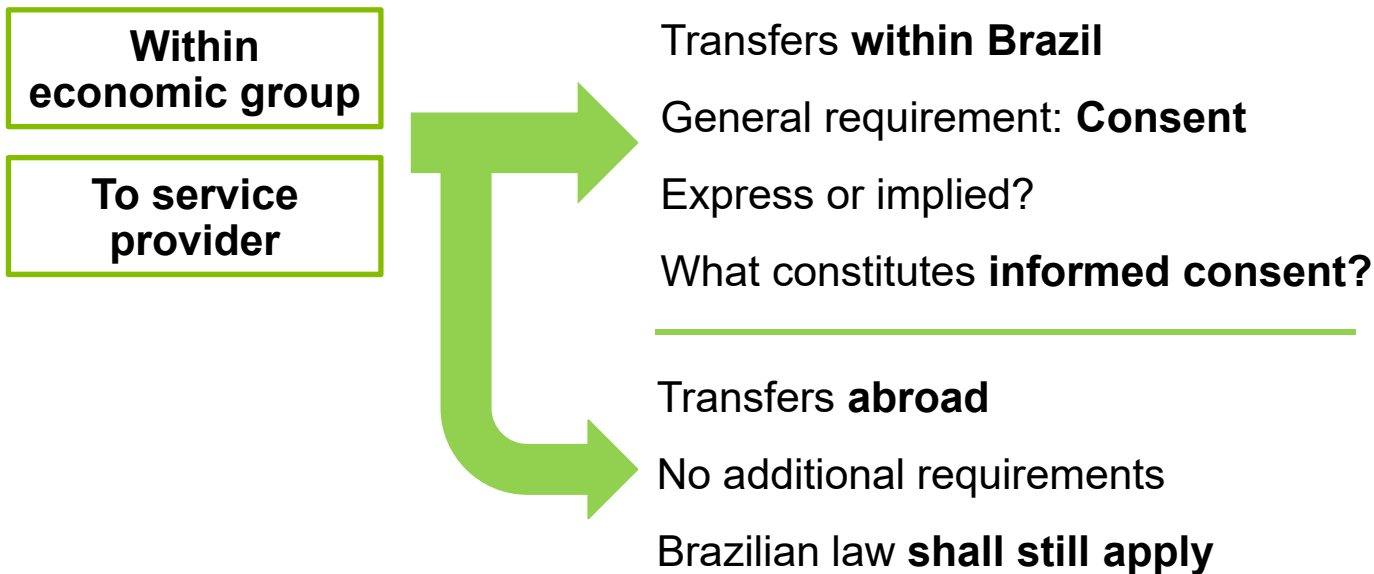


Population covered by data protection laws  
(in millions)



## BRAZIL AS A BENCHMARK

### *Migration of Consumer Data*



## BRAZIL AS A BENCHMARK

### *Migration of Employee Data*

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Express consent is **not required** for purposes **directly related to employment**

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Employee must have **received prior notice** of the possibility of migration

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Cannot include data **outside scope** of employment relation, such as data on personal devices

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Cannot be shared with **unrelated third parties**

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## BRAZIL AS A BENCHMARK

*Migration of Vendor Data and Other Data Belonging to Corporations*

Protection of personal data limited to **natural persons**

Corporate data is protected under **intellectual property law**

### Confidential information

Protected as **industrial property**

Use and disclosure without permission can constitute **unfair competition**

### Databases

Protected by **copyright**

Disclosure and reproduction without permission is an **intellectual property violation**



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# HOW TO DEVELOP A GLOBAL PRIVACY NOTICE FOR LATAM?

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