



# LUCÍA FERNÁNDEZ GONZÁLEZ

Counsel

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## About

Lucía is counsel at the firm and has over 15 years of experience delivering legal advice to companies from a wide range of industries including commercial and corporate matters related to information technology, data protection, consumer protection, franchising, licensing and distribution, joint ventures, and strategic alliances. She also advises on regulatory matters, particularly in connection with advertisement and marketing.

Lucía is an expert on data protection and her experience includes advice to clients related to data processing in line with local law, as well as different aspects of their business, day to day operations, specialized transactions and internal data protection audits. Her experience also includes implementation, drafting and/or review of their data protection policies, notices and procedures.

She also assists clients with of their online marketing strategies and campaigns, including the review of the compliance of their online marketing campaigns, online loyalty programs, data processing and management, among others.

## Experience

- Legal Department, Coparmex
- Legal Department, Vitro Corporativo

## Areas of Practice

- [Corporate](#)
- [Franchising and Licensing](#)
- [Consumer Protection](#)
- [Data Protection](#)
- [Information Technology](#)

## Education

Master of Laws (LL.M.), New York University, School of Law, New York, United States

Law degree (J.D. equivalent), Universidad de Monterrey, Monterrey, Mexico

Exchange Program, Law studies, Université Panteón-Assas, Paris, France

## Memberships

Privacy Rules, Global Alliance of Privacy Experts

Asociación Nacional de Abogados de Empresa, Colegio de Abogados (ANADE – National Corporate Counsel Association)

## Languages

Spanish – English