

**LUCIA FERNÁNDEZ GONZÁLEZ**

Counsel

[lfernandez@gcsc.com.mx](mailto:lfernandez@gcsc.com.mx)

## Areas of Practice

Corporate  
Franchising & Licensing  
Advertising & Marketing  
Data Protection  
Information Technology

## About

Lucia 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 advertising and marketing.

Lucia 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.

Her experience in information technology includes assisting clients in the review, implementation and/or adaptation of their e-commerce websites, OTT services and other web-based products and services from a legal perspective. She also assists clients with 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

## Awards & Recognitions

Recognized as one of the most outstanding women in Data, Global Data Review

TMT rising star, The Legal 500

TMT recommended, The Legal 500

Advertising law recognized lawyer, Best Lawyers

Information Technology law recognized lawyer, Best Lawyers

## 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)

## Publications & Collaborations

Article: "Open Banking in Mexico: Unlocking Financial Potential in the Fintech Era", published by Legal Industry Reviews [Download](#)

Article: "Law for the Ethical Regulation of Artificial Intelligence" published by LexLatin [Download](#)

The Financial Technology Law Review, Sixth Edition, Mexico Chapter, published by The Law Reviews [Download](#)

Fintech Guide, published by The Law Reviews [Download](#)

Article: "Fan ID and video surveillance in soccer stadiums", coauthor, published by Industrial Legal, May 2022 [Download](#)

Article: "The horizon for personal data regulation in Mexico", coauthor, published by Revista



Industrial Legal, March, 2022 [Download](#)

The Financial Technology Law Review 2022, Edition 5, Mexico Chapter, published by The Law Reviews [Download](#)

Consumer Protection Guide 2021, Mexico Chapter, published by International Comparative Legal Guides (ICLG) [Download](#)

Cross-Jurisdiction Privacy Project, Privacy Law & Digital Advertising: Multi-jurisdictional Overview and Implications, Mexico Chapter, published by Interactive Advertising Bureau, Inc. (iab), July 2021 [Download](#)

INAI as an autonomous agency: creation, evolution and relevance, coauthor, published by Abogado Corporativo magazine, 2021

Collaboration with the Global network Privacy Rules in the elaboration of a comparative table summarizing how different countries on all continents are balancing the right to privacy, the protection of public health and the need for businesses to resume office operations, 2021 [Download](#)

Advertising and Marketing Guide 2020, Mexico Chapter, published by Chambers and Partners [Download](#)

Consumer Protection Guide 2020, Mexico Chapter, published by International Comparative Legal Guides (ICLG) [Download](#)

Franchise Practice Guide 2019: Selecting the appropriate vehicle for international expansion, published by Getting the Deal Through/Lexology [Download](#)

Practice Guide 2020: Sub-franchising, master franchising and development agents, Mexican Chapter, published by Getting the Deal Through/Lexology [Download](#)

## Languages

Spanish

English

