



SOCIETY
TRADE
ECONOMY
BUSINESS
HEALTH
LABOR
EDUCATION
GOVERNMENT
LAW

DIGITAL

#DIGITALLAW:

ESSENTIAL AND
STRATEGIC TO
INDIVIDUALS AND
COMPANIES TODAY
AND IN THE FUTURE



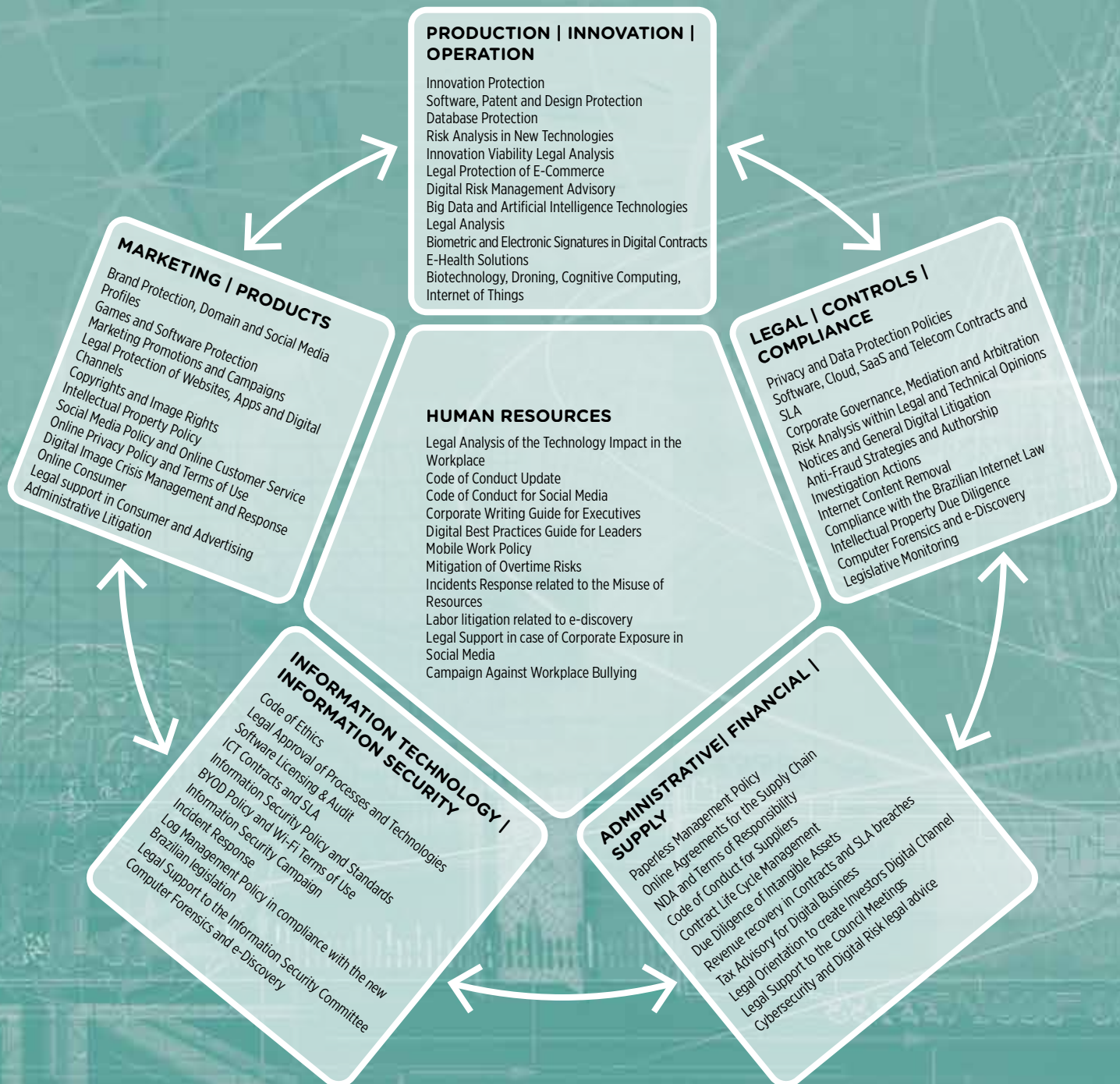
PATRICIA PECK PINHEIRO
Digital Law Experts

RECOGNIZED FOR PIONEERING
AND REFERENCE WORK IN THE
VANGUARD OF DIGITAL LAW

#DIGITALLAW

+ BUSINESS LAW

**TAILOR-MADE FOR COMPANIES
REQUIRING LEGAL STRATEGIES
TO MATCH THEIR
DIGITAL VISION**



“When society changes, the law must change too, evolve. With new technologies changing daily life and relationships, regulation and protection demands for the new social space consequently arise. Matters such as Information Security, Intellectual Property and Legal Protection for the use of new technologies in the workplace became part of the companies’ strategic, managerial and operational plans, and consulting a Digital Law Specialist, with deep knowledge and experience in corporate law, in addition to mastering new technical aspects brought by a more Digital Society, has become critical.”

Ms. Patricia Peck Pinheiro, PPP Founding Partner

A DIGITAL VISION OF THE **LAW:**

for companies requiring legal solutions in
the paperless management era

Digital Law represents an evolution from the Computer Law developments of the 80's and the Cyber Law achievements of the 90's. It is an upgrade of the law itself in the new millennium, bringing a fusion between the role of the legal department with companies' necessities for technological innovation, corporate governance, risk management, audit, compliance, internal controls and overall legal protection. Digital Law is the highest achieving level of strategic alignment in order to protect reputation and corporate assets and to ensure sustainability in face of the rapid changes new technologies have brought to businesses.

Patricia Peck Pinheiro Advogados has been innovating in the legal business services since 2004, recognized as leading law firm in Intellectual Property, Technology Contracts and Information Security for several times.

In a transforming, creative and disruptive economy scenario, the support of a legal strategist with expertise aligned with the digital business new context of is key for quick decision-making, both to take advantage of opportunities and to avoid damages and liabilities.

In a society much more exposed by the real-time social media phenomenon, where an information leakage may cause a fast decrease of the companies' stocks value, a result-focused management requires constant and immediate advice, especially in some types of critical markets such as Financial Market, Health, Pharmaceutical, Energy, Education, Retail, Insurance, Social Security, Government, including Entrepreneurship and New Digital Business.

*“You need to provide
the game rules within
the game.”*

**WHAT DO ALL
ASPECTS OF
OUR LIVES HAVE
IN COMMON?**

PATRICIA PECK PINHEIRO
Digital Law Experts

DIGITAL RISK MANAGEMENT AND COMPLIANCE WITH NEW REGULATIONS IS YOUR COMPANY PREPARED?



Adapting to the new reality, especially in the corporate environment, requires operational updates and demands a change of culture.

Digital solutions require the involvement of people willing to change their behavior, to promote change in habits and customs within the corporation. For example, has your organization adopted the cloud operating model, but still prints electronic invoices on paper? Does it still use hand stamps to validate the flow of departmental commitments on said electronic invoices, and then scan the stamped documents to store them back in the server?

PPP Advogados supports clients in paradigm shifts of digital transformation, procedure changes from paper to digital, enabling fully electronic operations, enabling both cost reduction and business results, mitigating risks, increasing productivity and improving internal controls.

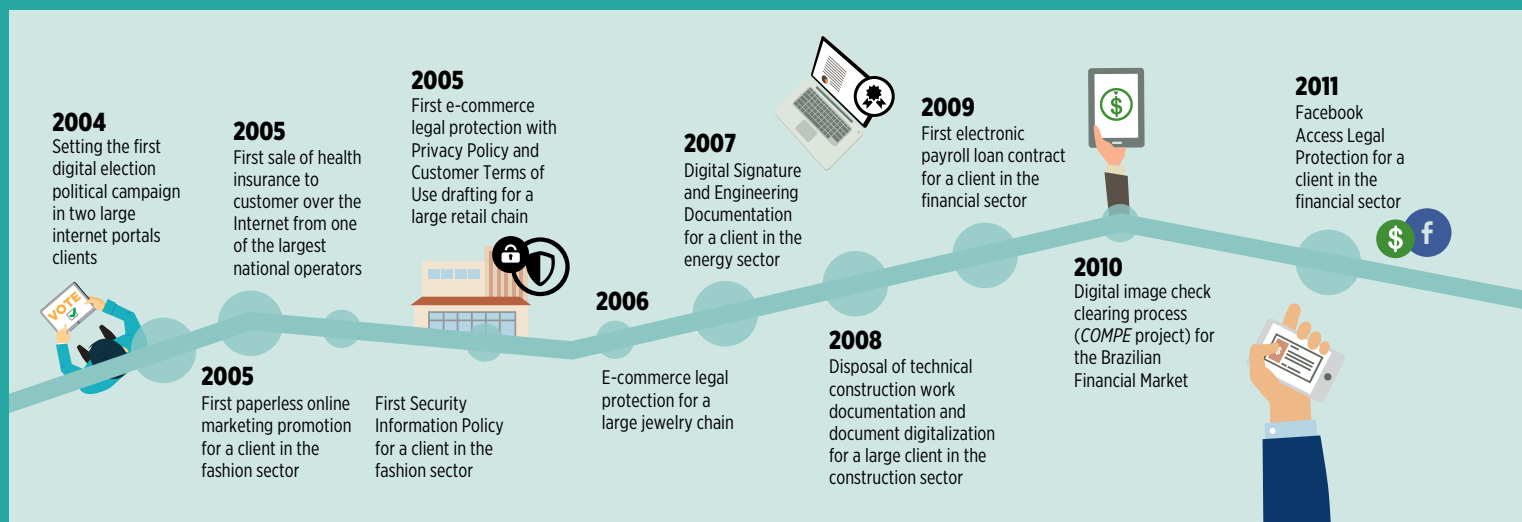
“The law has a maturity process which differs from technology’s. The importance of developing a digital view to further mitigate all the new digital risks is increasingly growing.”

Mr. Leandro Bissoli, PPP Partner and Executive Director

Paperless Management	IoT , Adaptive Learning and 4.0 Industry
Cybersecurity Best Practices	Technology Innovation Viability Analysis
Personal Data Protection	Legal Protection of Digital Channels
Knowledge Management	Prevention and Response to Digital Unfair Competition
Electronic Contracts	Digital Business Internationalization
Digital Fraud	Due Diligence for Businesses Acceleration, Investment Rounds and M&A Transactions with Technology Businesses (Fintechs, Healthtechs and Others)
Cloud Computing	Compliance with New Regulations

PPP INNOVATIONS

Patricia Peck Pinheiro Advogados has been responsible for legally enabling major paradigm-breaking innovations in the Brazilian market:



CONSTANT UPDATING

The updated Digital Law knowledge by managers provides a true legal protection for business, both to avoid risks and to prevent liabilities and damages.

In the 12 years of activities, **Patricia Peck Pinheiro Advogados**, or **PPP** as called by teams and clients, has been developing and working with the new power of the Digital Society in optimizing resources, corporate governance, implementing procedures for transparency increase, reviewing and adjusting policies and

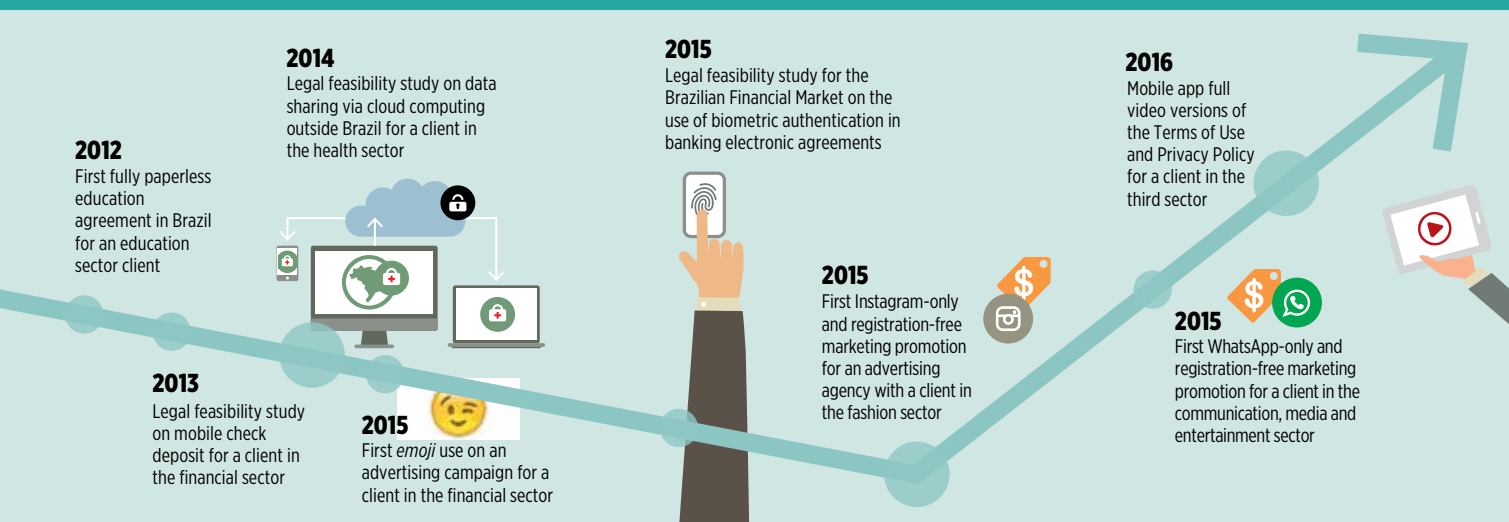
internal rules to meet more a technological reality of the labor force and executive mobility, updating contracts to be in compliance with new laws and regulations, and providing continuous team and leadership improvements to allow greater legal protection for businesses.

“To be a Digital Law reference and to act in an environment which breathes technology and innovation, these are differentials to meet the information society required skills.”

Mr. Márcio M. Chaves, PPP Partner and Executive Director



PPP INNOVATIONS



DEVELOPMENTS IN LEGISLATION + DIGITAL LAW COMPLIANCE



AWARDS AND TECHNICAL CERTIFICATES

In its 12 year-trajectory, the Patricia Peck Pinheiro Advogados law firm and professionals have had their scope of practice recognized by important awards and certificates

 <p>Legal Analysis 500 (2010-2016)</p> <p>Most Admired Specialized Law Firm in the State of São Paulo</p> <p>Most Admired Specialized Law Firm for the Banking Sector</p> <p>Most Admired Specialized Law Firm for the Insurance Sector</p> <p>Most Admired Law Firm in Intellectual Property</p> <p>Most Admired Intellectual Property Attorney</p>	 <p>Security Leaders</p> <p>"Professional Services" Category</p> <p>"Awareness Campaign" Category - iStart Institute</p>	 <p>TI Brasil Intelligence</p>	 <p>EXIN</p> <p>www.exin.com/BR/pt/exames</p> <p>Information Security Management Advanced based on ISO/IEC 27002:2013</p> <p>ISO 27002 Foundation</p> <p>ITIL® Foundation Certificate in IT Service Management</p>	 <p>GIAC</p> <p>Global Information Assurance Certification</p> <p>www.giac.org</p> <p>Cutting Edge Hacking Techniques (GHTQ)</p>	 <p>ISACA</p> <p>www.isaca.org/Pages/default.aspx</p> <p>Cobit 5.0 Information Technology Infrastructure Library (ITIL)</p>	 <p>PECB</p> <p>www.pecb.com/iso-27001-lead-auditor-exam</p> <p>ISO/IEC 27001 Lead Auditor</p>
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EQUITY PARTNERS

Attorneys with multidisciplinary training who understand technology, intellectual property, risk management, corporate governance, compliance with new regulations, e-commerce, communication and marketing campaigns, business and economy, ethics and education.



Ms. **PATRICIA
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Mr. **LEANDRO
BISSOLI**

Courses; ICS Certified Specialist by Impacta; Cutting Edge Hacking Techniques (GHTQ) and Global Information Assurance Certification (GIAC). Architecture and Management of Databases such as MSSQL, MYSQL and ORACLE.

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Mr. **MÁRCIO
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Professor at the Post-Graduate Courses at Centro Universitário UNA and FIA.

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Founding partner with over 20 years of legal experience in Brazil and technical experience in the USA and Korea, Bachelor of Laws and Doctor of Laws in International Law candidate at Universidade de São Paulo. Arbitrator at the CAESP and Legal Vice President at ASEGI. Founder of the iStart Institute. Author and co-author of 17 Digital Law-related books. Most Admired Attorney in Intellectual Property by the Análise Advocacia 500 from 2010 to 2016, Security Leaders Awards in 2012 and 2015, Top of Information Security Professionals in 2006 and 2008, Academic Excellence Fit Impacta in 2009 and 2010. Awarded with the Peacemaker (Airforce) medal in 2009, the Order of Military Merit (Army) medal in 2012 and the Tamararé (Navy) medal in 2011. Invited professor for Post-Graduation courses at FIA, FGV, ESPM, Damásio and LFG.



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Attorney with over 10 years of legal experience, Bachelor of Laws by the Faculty of Law of Joinville (FDJ). Post-Graduate in Contract Law at Pontifícia Universidade Católica de São Paulo (PUC-SP). Post-Graduate in Civil Law and Corporate Law at PUC Paraná. Extension courses in Information Technology Law and in Consumer Contracts and Economic Activity at Fundação Getúlio Vargas (FGV). Computer technical certificate at Escola Técnica Tupy.

Attorney with over seven years of professional experience, initially in the technical area of a financial institution and afterwards in the legal area. Bachelor of Laws at Centro Universitário FIEO. Post-Graduate in Business Law at Fundação Getúlio Vargas. ISO 27002, ISO 27001 and Lead Auditor PECB Technical Certificates.

Attorney with over eight years of legal professional experience. Bachelor of Laws at Universidade Presbiteriana Mackenzie. Master of Sciences in Cyber Security by University of Maryland. Master of Laws in Civil Law by Universidade de São Paulo - USP.

Attorney with over five years of legal experience in both public and private sectors. Bachelor of Laws at Pontifícia Universidade Católica de São Paulo. Post-graduate in Election Law at Instituto Brasileiro de Direito Público and Civil Procedural Law at FADISP. Post-graduate in Intellectual Property by Fundação Getúlio Vargas de São Paulo. Extension course in Internet and Society: Technologies and Policy Control at Harvard Extension School.