

Advocaat Martin Plak, LL.M



Profile: I am passionate about what I do: with teams, I advise my clients how to establish and maintain sustainable privacy & compliance programs. I believe in the right mix of policies, procedures and activities supporting ethical behaviour. Compliance & privacy is fun. I have a strong business sense and translate legal issues into technical requirements for your business. In addition, I have six years' experience at international law firm Allen & Overy and ten years of in-house experience as a senior legal counsel for international and stock-listed companies, focusing on EMEA and APAC. Friendly, enthusiastic and gets the job done. Passionate about privacy, running and music.

03/2018 - 03/2020

Privacy Officer a.i., Holland Casino, Hoofddorp, NL

- End-responsible to ensure GDPR compliance with support of a cross-functional project team of 12-25 people from the business
- Established and implemented an auditable data privacy risk management program, including establishing a PDCA cycle, a privacy compliance framework, setting up a data board and appointing data owners to ensure accountability
- Participated in audits and delivered information to the internal auditors

01/2019- present

Privacy Lawyer / Founder, Do The Right Thing B.V., Amsterdam

- With one partner, I founded Do The Right Thing, an outsourcing service with the unique combination of both Privacy and Information Security

11/2017 - 04/2018

Senior Legal Counsel Privacy a.i., KPN Telecom, Rotterdam, Data Protection and IT

8/2013 – 10/2017

Senior Legal Counsel, G-Star International, Amsterdam

- Responsible for IT, E-Commerce, Consumer Law, Purchase- and Supply Agreements and Marketing- and License Agreements
- Established data protection compliance program

8/2012 - 7/2013

Director Business and Legal Affairs, Talpa Holding, privacy and licensing

7/2008 - 7/2012

Senior Legal Counsel, TomTom International (NYSE Euronext: TOM2), Amsterdam

- Legal representative in the MT of BU Automotive and of BU Consumer
- Implemented 'privacy by design' in innovative Product Development teams
- Negotiated complex international Technology, Purchase and Supply agreements in Japan, China, France, Germany, Italy and UK with large companies

8/2007 - 7/2008

Legal Counsel, Buma, Created pan-European license model for online use of music

7/2001 - 8/2007

Solicitor (Advocaat), Allen & Overy, Amsterdam, Technology & Media, IP, Corporate

- Advised on M&A, Data Privacy, IP, IT, Technology & Media, litigated

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Volunteer experience

2017-present **Member of the Supervisory Board, Melkweg** (music venue), Amsterdam

Education

10/2018-12/2018 **Grotius Information Technology Law**, Radboud University, Nijmegen

- Privacy, national and international, supervision and enforcement, technical and organizational security measures
- Artificial Intelligence, robotization, blockchain, information security, cybercrime, electronic signature, big data, Internet of Things, cookies, electronic contracting, cryptographic techniques, agile
- IT implementations, liability, continuity, risk management, disputes, insurance
- Procurement law, Best Value Procurement, outsourcing, colocation, hosting, cloud

2018-present

Professional Education Programme, Netherlands Bar Association

- Re-admitted to the Bar in 2018
- Six annual data protection and privacy trainings, focusing on enforcement and fines, international Data Protection Authorities, healthcare, big data and technical & organisational security measures

1992-2004

LL.M Dutch Civil Law (part time), University of Amsterdam

- Specialisation: Information Law
- Optional: International & European Intellectual Property Law, Japanese Law

Other experience

1997-2001

Professional DJ

Languages

Dutch

native speaker

English

fluent (oral and written)