



Verena Grentzenberg

Partner

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Verena Grentzenberg has over twelve years of experience advising national and international companies on all aspects of data protection law and information technology. Her clients belong to various sectors, namely media, retail businesses, direct marketing, automotive and financial services.

Verena focuses on advising new business models (especially in the online sector, including social media) and regularly provides advice regarding big data projects and AI. She assists with global transfers of employee and customer data, CRM projects, cloud computing solutions and other contractual arrangements with service providers. She also advises employee privacy law issue and whistleblower hotlines.

Since 2016 she has carried out numerous GDPR compliance programs for various clients.

LANGUAGES SPOKEN

- English
- German

EXPERIENCE

- Advising an international media group with regard to issues on online marketing (including strategic issues) and GDPR implementation
- Advising an international mail-order company on GDPR implementation and AI and representation in a landmark case regarding an online marketing tool
- Advising an automotive manufacturer on legal issues regarding Big Data in 10 core jurisdictions
- Advising an international credit card provider on GDPR implementation and on data breach
- Advising a global investment bank, an international credit card provider and a global audio brand n on various GDPR compliance issues including drafting of policies and contracts
- Advising an international luxury goods manufacturer especially on data protection and competition law, inter alia within the

RELATED SERVICES

- Intellectual Property and Technology
- Data Protection, Privacy and Security

RELATED SECTORS

- Media, Sport and Entertainment
- Life Sciences
- Financial Services
- Real Estate
- Insurance
- Industrials
- Technology

LANGUAGES SPOKEN

English German

framework of preparation of international guidelines and relaunch of a group of subsidiaries' websites

- Advising an international industrial on preparation of internal data protection guidelines for the operation of global corporate compliance hotline and provision of internal investigation

CREDENTIALS

Professional Qualifications

- Rechtsanwältin admitted with Hanseatische Rechtsanwaltskammer Hamburg

Prior Experience

Prior to joining DLA Piper Verena worked with two different international law firms in Hamburg as well as IT Consultant and software developer for international transport and logistics companies.

Recognitions

- *JUVE Handbook 2019/2020*: Frequently recommended for technology and media: data protection; "excellent in the field of data protection, extremely good market overview", client
- *Legal 500 Germany 2019*: "Next generation lawyer" for data protection
- *Handelsblatt* in cooperation with *Best Lawyers 2020*: Recommended for data protection and privacy law

Education

- IT management assistant, Chamber of Commerce Hamburg, 1994
- University of Hamburg, First State Examination, 2000
- Post graduate program „Law and Economics“, Hamburg
- Higher Regional Court, Hamburg, Second State Examination, 2004

Memberships

- German Association for Law and Informatics e.V. (DGRI)
- Alumni Club of the German National Merit Foundation (Studienstiftung des deutschen Volkes)
- German Youth for Understanding Committee (YFU)

LECTURER

Verena teaches online data protection law at the Hamburg Media School.

INSIGHTS

Publications

Verena regularly publishes on data protection law issues and is co-author of the chapter on privacy and security breaches in the handbook „*The Law of Video and Computer Games*“, 2013

NEWS

DLA Piper advises FTI Consulting on its acquisition of Andersch AG

2 July 2019

DLA Piper has advised FTI Consulting, Inc. on its acquisition of Andersch AG, a leading German restructuring advisory firm with offices in Frankfurt, Hamburg and Düsseldorf. The acquisition is expected to close during the third quarter of 2019, subject to German antitrust approval and other closing conditions.
