



### Fangfang Song

**Consultant**

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Fangfang Song advises on data protection/privacy, data retention/transfers, and general data security law issues across China, as well as on broader TMT regulatory compliance matters in China. She also advises on a wide range of commercial contracts in China. Fangfang has invaluable in-house experience through a nine-month secondment to a global technology leader acting as in-house APAC data privacy lead.

She regularly drafts, reviews and negotiates license and service agreements on behalf of clients, from both the supplier and customer sides. Fangfang also provides pragmatic advice in relation to transaction that include data privacy and cyber security concerns, such as vendor and customer transactions, and due diligence.

She regularly assists multinational companies and Fortune 500 clients on their compliance with data protection regulations and navigating the complex regulatory frameworks in China under the Cybersecurity Law and other technology regimes.

- Intellectual Property and Technology
- Trademark and Copyright

Chinese (Mandarin)  
English

### LANGUAGES SPOKEN

- Chinese (Mandarin)
- English

- Advising an entertainment company regarding its cybersecurity and data privacy in China
- Advising an international mining company with regard to GDPR compliance.
- Advising an international financial services company with regard to data protection and data collection issues.
- Advising an international industrial chip manufacturing company with regard to the compliance of its PRC data privacy policies and framework.
- Advising an international fashion client with regard to a PRC data localization project.

- Advising an multinational consumer goods production company with the localization of its PRC privacy notices.
- Advising a fashion company regarding its trademark filing strategies, IP management and enforcement actions in China.
- Advising a leading hotel group in taking action against the hijacking of their trademarks and undertaking gap analysis for its trademark portfolio in China.
- Advising a leading education company group its trademark application, copyright protection in China.

## CREDENTIALS

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### Admissions

- New York

### Education

- Beijing Foreign Studies University
- Georgetown University Law Center
- Master of Laws

## INSIGHTS

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### Publications

#### **Navigating China Episode 17: China's Draft Privacy and Security Laws**

4 May 2021

Navigating China: The digital journey

The Draft Personal Information Protection Law (Draft PIPL) will – once passed – become the first comprehensive personal data protection law in China.

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#### **Episode 16: New data classifications and data localisation for financial institutions in China**

21 April 2021

Navigating China: The digital journey

Important new guidelines outlining how personal and other types of financial information should be handled by financial institutions throughout the data lifecycle have just come into force in China, including a new data localisation obligation.

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