



## Heidi Waem

### Counsel

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### Brussels

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Heidi Waem is a data protection and privacy lawyer with almost 15 years' experience advising clients in the FMCG, technology, media, life sciences, financial and public sector on all aspects of EU regulatory data protection compliance (including cybersecurity) and assisting them in data protection and privacy litigation before the Belgian Data Protection Authority and the regular courts.

Dutch French English  
Italian German Greek

Heidi also has a background in the broader field of IP/IT, e-commerce, consumer and contract law, so she does not look at data protection compliance in isolation but on the contrary ensures that it is duly embedded in and aligned with the broader legal framework.

Over the years, Heidi has been seconded to various companies in different sectors and this has given her valuable insight and experience as to the needs of and problems faced by businesses. She is known and appreciated by clients for her pragmatic, hands-on approach.

Heidi regularly publishes articles on data protection and privacy topics on DLA Piper's Privacy Matters blogs, and frequently speaks on those topics during DLA Piper webinars and events from organizations like Beltug, DPO Circle and the VUB Brussels Privacy Hub.

Heidi is a member of the Beltug Privacy Council and the Belgian Council for Journalism.

## LANGUAGES SPOKEN

- Dutch
- French
- English
- Italian
- German
- Greek

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- Assisting a postal and e-commerce operator in various proceedings before the Belgian Data Protection Authority (inspection service and litigation chamber) including proceedings in relation to a complaint filed by noyb with regard to alleged infringements of the

GDPR rules on data transfers.

- Assisting a public sector company in proceedings before the Belgian Data Protection Authority with regard to an e-mail communication that allegedly infringed the GDPR.
- Assisting a bank in proceedings before the Belgian Data Protection Authority following a complaint of a data subject.
- Assisting a company in a dispute regarding the transfer of a database before the regular courts.
- Assisting a publisher in a libel case before the court of first instance.
- Assisting a global materials and recycling company with regard to a data subject access request and the provision of pre-litigation advice.
- Advising companies from several sectors (including life sciences, financial and retail) on the impact of Schrems II and performing data transfer impact assessments using DLA Piper's proprietary Transfer methodology.
- Advising a multinational retail clothing company on various aspects of EU Regulatory data protection compliance, including advice on CCTV, data processing and transfer agreements, data protection implications with regard to COVID-19 and diversity & inclusion-related processing activities.
- Advising an international client on the impact of recent EU Regulatory data protection legislative initiatives on its operations (including the Data Governance Act and the Data Act).
- Advising an automotive company on GDPR compliance in the context of a migration of its core IT system and performing the relevant Data Protection Impact Assessments.
- Advising a multinational oil company on GDPR compliance regarding its new app, including structuring the GDPR set-up to ensure optimal and compliance collection and use of personal data.
- Providing detailed advice to a large automotive company on a broad range of cookies.
- Assisting companies of various sectors in the context of cybersecurity incidents including the provision of time-critical incident response advice, the preparation of notifications to the Data Protection Authority and/or the data subjects and the preparation of relevant templates.

## CREDENTIALS

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### Professional Qualifications

- Advocate registered with the Nederlandse Orde van Advocaten bij de Balie te Brussel

### Prior Experience

Before joining DLA Piper in 2020, Heidi worked at various major law firms with a special focus on privacy and data protection, IP and IT where she also acquired substantial experience with regard to consumer and general commercial law.

### Education

- Data Protection Institute, 2015
- University of Antwerp, LLM, 2009
- University of Antwerp, BA Law, 2007
- Institute for Translation and Interpreters Antwerp, MA Translation, 1999

### Memberships

- Dutch Brussels Bar, NOAB
- IAPP

- Beltug Privacy Council
- Belgian Council of Journalism

## INSIGHTS

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### Publications

#### **Who's who under the DMA, DSA, DGA and Data Act?**

17 August 2022

As part of its data strategy, the European Commission has presented a number of legislative instruments, including the Digital Markets Act (DMA), the Digital Services Act (DSA), the Data Governance Act (DGA) and the Data Act.

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#### **Brussels IP & Tech Update - EU Regulatory Data Protection framework, Digital Services Act, New Content Creator Protocol, Data breach survey 2022**

26 January 2022

Brussels IP & Tech Update

In this first edition of 2022, we bring you an overview of EU Regulatory Data Protection developments, an update on the DSA legislative process and DLA Piper's data breach survey and report 2022.

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#### **DLA Piper GDPR fines and data breach survey: January 2022**

18 January 2022

Data protection supervisory authorities across Europe have issued a total of nearly EUR1.1 billion (USD1.2 / GBP0.9 billion) in fines since 28 January 2021, according to international law firm DLA Piper.

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#### **Brussels IP & Tech Update - Smart buildings, AI guides, global telehealth and new rules against late payments**

9 December 2021

Brussels IP & Tech Update

In our last edition of 2021, we share with you our latest white paper on Smart buildings. We also highlight the Belgian government's new policy on public procurement contracts and provide a brief update on the amended rules against late payments in commercial transactions.

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#### **Legal aspects of connected constructions: Smart buildings – Think outside the building**

12 October 2021

Real Estate Gazette

Integrating new technologies in construction plans to create truly connected and data-driven buildings also introduces new regulatory and data protection challenges. It raises numerous questions as to the implications of these developments for the responsibility of all parties involved in the construction industry.

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#### **GDPR Snapshot vlog series 2021: Belgium**

25 May 2021

GDPR Snapshot vlog series 2021

In this vlog, Brussels counsel, Heidi Waem, explores the impact and challenges of GDPR in Belgium.

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### SESG in supply chain management: Common legal tools for practice

26 April 2021

Many stakeholders are pressuring businesses to include SESG (Sustainability and Environment, Social and Governance) policies and practices into their daily operations, corporate management and particularly in their supply chain. Failure to do so can result in substantial financial, legal and reputational risks.

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### DLA Piper GDPR fines and data breach survey: January 2021

19 January 2021

EUR272.5 million of fines have been imposed for a wide range of infringements of Europe's tough data protection laws according to international law firm DLA Piper. The figure is taken from the law firm's latest annual GDPR fines and data breach survey of the 27 European Union Member States plus the UK, Norway, Iceland and Liechtenstein.

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- Belgian DPA decision on IAB Transparency and Consent Framework
  - EU Regulatory Data Protection: A first appraisal of the European Commission's proposal for a 'Data Act'
  - EU Regulatory Data Protection: Many pieces to the regulatory framework puzzle
  - Considerations on embedding the new standard contractual clauses in IT contracts
  - European Commission publishes long-awaited draft Regulation on Artificial Intelligence

### Events

## Upcoming

### Webinar: Data protection litigation in Belgium #2

13 December 2022  
Webinar

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## Previous

### EU Regulatory Data Protection: A legal and policy appraisal of an emerging legislative framework

5 May 2022  
Webinar

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### DLA Piper GDPR Fines and Data Breach Survey 2022 - webinar

20 January 2022  
Webinar

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### EDPB, SCCs and Brexit: The future of global data transfers

8 July 2021  
Webinar

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### New EU Standard Contractual Clauses (SCC's)

21 June 2021  
Webinar

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### DLA Piper GDPR fines and data breach survey launch 2021

21 January 2021

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- "GDPR, CCPA, and other Hot Topics in Data Privacy", San Francisco, November 2019
- "GDPR, CCPA, and other Hot Topics in Data Privacy", Santa Monica, November 2019
- "Heard about Mars v. Oracle? Explore Oracle Audits with Experts and Attorneys", VMworld Europe, Barcelona, November 2019
- "Valuation of the data customer", IDI conference, Cernobbio, June 2019
- "Data protection hurdles when negotiating cloud and IT contracts", Beltug, Brussel, June 2019
- "The GDPR - 1 Year Later," Brussel, May 2019
- "David v. Goliath & GDPR. I Can See Clearly Now, the Rain Has Gone or Not?", IBJ Day of the Practice, Brussel, May 2019

- "IoT Open Table Discussion: Legal and IT risks and challenges", Brussel, April 2019
- "Cybersecurity Incident Management", Brussel, November 2018
- "Running Oracle on VMware? Heard About Mars vs. Oracle?", VMworld Europe, Barcelona, November 2018