

# Pérez-Llorca

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## Alicia Maddio Medina

### Contact

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### Profile

Alicia Maddio joined Pérez-Llorca in 2019, having previously completed work experience at the firm as part of the Master's degree for Access to the Legal Profession. She previously worked at a prestigious international firm.

#### *Studies:*

- 2021 Digital Law and Contracts Programme (Instituto de Empresa)
- 2020 Master's degree for Access to the Legal Profession specialising in Business Law, Universidad Pontificia Comillas (ICADE)
- 2018 Joint Honours degree in Law and Political Science, Universidad Autónoma de Madrid
- 2018 International Exchange Programme, University of Beijing, China
- 2017 Erasmus Scholarship, Universidad de Coímbra, Portugal

She speaks Spanish, English and Catalan.

### Experience

Alicia specialises in intellectual property and technology law and advises companies in various sectors, with a particular focus on technology and digital business.

As part of her practice, Alicia works with national and multinational companies in the software sector on issues of a diverse nature, including advising on open source matters, smart cities, service level agreements and the protection and transfer of cryptographic-based intangible assets (e.g. NFTs, utility tokens, wallets, etc.). Alicia is highly specialised in complex software development and integration projects, platforms and technological infrastructures.

Alicia also has extensive experience in advising on data protection and cybersecurity matters, including adaptation to national and European regulations, management of security breaches, assessment of complex data flows and processing, and management of transnational data processing. Alicia also advises clients in the field of e-commerce and consumers and users, having participated in various proceedings before national and international administrative authorities, such as Autocontrol, the European Commission's Online Platform for Dispute Resolution, etc.

### **Academic and publishing collaborations**

Alicia has taught at a number of national universities and institutions and has contributed academically to various publications, including:

- *La importancia de la propiedad intelectual para las franquicias* (co-author). Ed. Thomson Reuters (2022).
- *Pre-contractual franchise information and registration of franchisors*. Thomson Reuters (2022).
- *Precautionary measures in intellectual property matters* (co-author). Ed. Thomson Reuters (2021).
- *Mass damage claims for breaches of the GDPR: Sanctions from the Spanish Data Protection Agency are just the tip of the iceberg*. Expansión (2021).
- *El TJUE reabre el debate entre privacidad o seguridad nacional* (co-author). Diario La Ley (2020).

### **Professional memberships**

The Madrid Bar Association (ICAM).

Spanish Entertainment Law Association (DENAE).