



## Luisa Cyrne

Principal associate

Lisbon

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Technology, Communications and Digital  
Data Economy, Privacy and Cybersecurity  
Media and Entertainment  
Fashion Law  
Startups & Open innovation

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Luísa Cyrne is a principal associate advising national and international clients on media, cybersecurity, consumer and data privacy in a digital era.

Luísa has in-depth knowledge and experience with legal assisting in technological projects using emerging technologies, such as AI, robotics, blockchain, nanotechnology, Big Data and IoT, across different industries and on several digital economy legal issues.

Moreover, Luísa actively assists her clients in data privacy matters, auditing privacy management systems for companies in various industries, defining compliance strategies and mitigation measures. She is also specialized in e-commerce and has a large experience drafting and reviewing technology agreements, including for the usage or development of software products (such as algorithms, Apps), and its licensing terms.

## Experience

Luisa joined Garrigues in June, 2024 and before that Luísa worked at Morais Leitão for 6 years. Luísa also worked at Assotiation DNS.PT, a non-profit partnership dedicated to keeping the Internet secure, stable and developing policies on the Internet's unique identifiers and internet governance, as well associations to promote Digital Economy and developing e-commerce projects. Also, Luisa was responsible for advising the board of directors in all its decision and preparation of the general meetings.

Luísa practice is mainly focused on technology, notably assisting her clients with the regulatory and contractual side of operations development in electronic communications and postal services, IT, outsourcing, cloud computing, emerging technologies, ecommerce, advertising and media (broadcasting, radio, audiovisual content, cinema, platforms OTT, podcasts).

Since 2019, Luísa Cyrne has been listed as an arbitrator of ARBITRARE - Arbitration Center for Industrial Property, Domain Names, Firms and Denominations.

## Academic background

- Law Degree (Católica Lisbon School of Law, January 2011).
- Master's Degree in Forensics (Católica Lisbon School of Law, 2012).
- General Data Protection Regulation Course (Católica Lisbon School of Business & Economics, 2017).
- Degree in Intellectual Property Law (Faculty of Law, University of Lisbon, 2019).

## Teaching activity

Luísa Cyrne is a speaker at various Workshops and Training Action, modules of postgraduate courses promoted by Faculty of Law - Catholic University of Portugal, University of Nova and Lisbon Faculty of Law.

## Memberships

- Portuguese Bar Association (admitted in 2013, December).
- International Association of Privacy Professionals (IAPP, since 2022).

## Distinctions

- Women in Business Law Awards 2023 - "Copyright Lawyer of the Year".
- Women in Business Law Awards 2023 - "Media & Entertainment Lawyer of the Year".
- Legal 500 - Rising Star 2021.
- Legal 500 - Rising Star 2022
- IBERIAN LAWYER FORTY UNDER 40 - Lawyer of the year 2021 - Food.

## Publications

- ICLG - Telecoms, Media & Internet Laws & Regulations 2018.
- Opinion article "As marcas, contrafação e as 'réplicas originais' - IP Enforcement Portal" - Revista Distribuição Hoje, 2023.
- Proteção de Dados Pessoais "Não era a mesma coisa", Jornal Observador, 2018.
- "E-commerce: Há progresso, existirá ordem?" jornal Observador, 2018.
- "Tendências atuais em Tech Transactions", jornal Eco.
- "Novas tecnologias e segurança: realidades (in)compatíveis", Revista Dinheiro Vivo, 2018.
- "The new Portuguese Industrial Property Code", Lexology, 2019.
- "Alteração à Lei da Televisão e dos Serviços Audiovisuais a Pedido e à Lei do Cinema", Lexology, 2020.
- "Novas regras de registo de .PT", Lexology, 2021.