

Martorano  Law



# About us

**Martorano Law is an independent Brazilian boutique focused on Antitrust and Privacy & Data Protection practices.**

Our main goal is to deliver innovative solutions with a cohesive team of lawyers and economists entirely focused on solving complex issues and helping companies to adopt the best strategies in increasingly dynamic and competitive markets.

## Why MartLaw?

### Availability



We are 24/7 online through all media: email, phone, mobile, chat, exclusive WhatsApp and teleconferencing.



Fast delivery without losing quality: Our attorneys' time is managed so that 50% of their hours be daily available to take urgent demands or conduct researches on our clients' markets.



All our attorneys have a significant academic background and are graduated from top-tier Universities. They are all PHDs, Masters or post-graduation candidates and speak at least three languages each.

### Taylor-made solutions

All projects are directly monitored by our founding partner during all stages: hiring, execution, delivery and implementation.

More than clients' lawyers, we are lawyers of markets. We analyze the entire legal-economic-political context that frames our clients' business sectors before, during and after our legal analysis.

Following-up the cases we sponsor is our sole responsibility. Therefore, we do not charge routine calls and communications from our clients nor office supplies (printing materials, etc.).





### **Efficient communication**

## **Our documents are straight to the point and delivered in the clients' language**

All our documents are prepared in a businesslike, clear and objective manner: from the Fee Proposal to the Invoice.

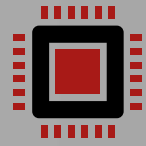
We have in-house and on-demand translators in all major languages to deliver the final work in our clients' preferred language.

### **Efficient communication**

All our consultations are answered in at least two formats: **(i)** a detailed written memo and **(ii)** an infographic summarizing the main points and conclusions.

***All our work is followed by infographics, tables, schedules, flowcharts, diagrams and icons to facilitate understanding and to save our customers time in analyzing the solutions we propose.***

## Information Technology and Security



### Information Technology and Security

Information security is one of our top priorities. We invest heavily to ensure that our clients' information is never exposed. Our infrastructure is 100% online and paper-free.

We use the most modern operational platform available in the market: GSUITE. It allows us to provide our clients with online access to all working documents related to their cases.

### Documents Management

Our entire document management system is powered by Google Cloud (Drive) with automatic security back up from two other providers: Microsoft (One Note) and Apple (iCloud).

### Firewalls

We use the best firewalls in the industry (Cisco ASA and Barracuda CloudGen) to shield our systems and clouds from any cyber-attacks.

### Communication

Our presentations are pragmatic, dynamic and developed with the software Prezi.

We offer unlimited free dial-in with connection numbers to any country in the world.

***We offer full flexibility through an international time sheet software that allows us to bill in any currency and language with a real-time currency conversion system.***



### Compliance & Reputation

Our law firm is 100% compliant with national and international anti-corruption and data protection legislation: we have our own Code of Ethics & Compliance, Privacy Policies, Cookies and Terms & Conditions.

All our members receive compliance and diversity training when they become part of our law firm and sign an NDA ensuring the confidentiality of the information we receive from our clients.

All members of Martorano Law have clearance certificate of debts and lawsuits in all Courts and Tribunals.

We conduct criminal, civil and tax background checks on all our staff prior to and during hiring.

We are covered by Barclays with a liability insurance.



### Breaking News

We **daily** monitor ALL OUR CLIENTS' markets, foreseeing trends, M&A transactions and government investigations involving competitors. Our clients are ALWAYS THE FIRST to know the most relevant legal facts and acts of their acting markets.

We sponsor several events of our own and in partnership with other law firms and offer in-house talks and training for our clients, their executives and employees.

Our founding partner, Luciana Martorano, is annually invited to lecture at the most important antitrust and data privacy events in Europe, in the United States and in Latin America.

**Our clients are ALWAYS THE FIRST to know the most relevant facts and acts of their markets.**

## Thinking without borders »

Our extensive national and international experience has allowed us to build over 100 of effective partnerships with several law firms based in North America, South America, Europe, Asia and Oceania, enabling us to act without frontiers in matters involving other jurisdictions.



We have unrestrictedly cleared over

**70 M&A transactions,**

including 3 of the most complex cases CADE has ever reviewed.



We are one of the select law firms in Brazil with experience in negotiating leniency agreements. We are used to conducting multi-jurisdictional investigations. Our record of filing anticompetitive conduct investigations reaffirms the quality the theses we create for defending our clients.



We are at the forefront of developing sophisticated data protection and privacy policies for the largest Brazilian companies, designing, refining and auditing policies to make the process of using and transferring data safe and effective.

*We can meet demands in Portuguese, English, French, German, Italian and Spanish.*

**We service organizations in all economic sectors, from newborn startups to multinational companies, to government, regulatory agencies and the judiciary.**



**Agriculture**



**Aviation**



**Communications**



**Construction**



**Consumer Goods**



**Education**



**Energy**



**Fashion and  
Luxury Markets**



**Financial  
services**



**Healthcare**



**Infraestructure**



**Insurance**



**Manufacturing**



**Midia**



**Mining**



**Paper &  
Cellulose**



**Retail**



**Sanitation**



**Services**



**Startups and  
Fintechs**



**Technology**



**Telecommunications**



**Transport and  
Logistics**



**Wholesale**

## How can we help our clients?

# Antitrust from **A** to **Z**

CADE has signaling more rigorous enforcement in last years when analyzing M&A and joint ventures transactions and investigating cartels and anticompetitive conducts.

Prior identification of risks enables companies to avoid antitrust problems or even to anticipate negotiating remedies with authorities to prevent and/or reduce fines imposed by antitrust authorities in Brazil.

### CADE Fines

#### Anticompetitive Conducts

##### Legal Entities

From **0,1** to **20%** of the company's annual gross turnover

##### Individuals

- Managers: from **1** to **20%** of the amount of the fine imposed on the company
- Individuals: approx. **US\$ 12,5** Thousand to aprox. **US\$ 500** million

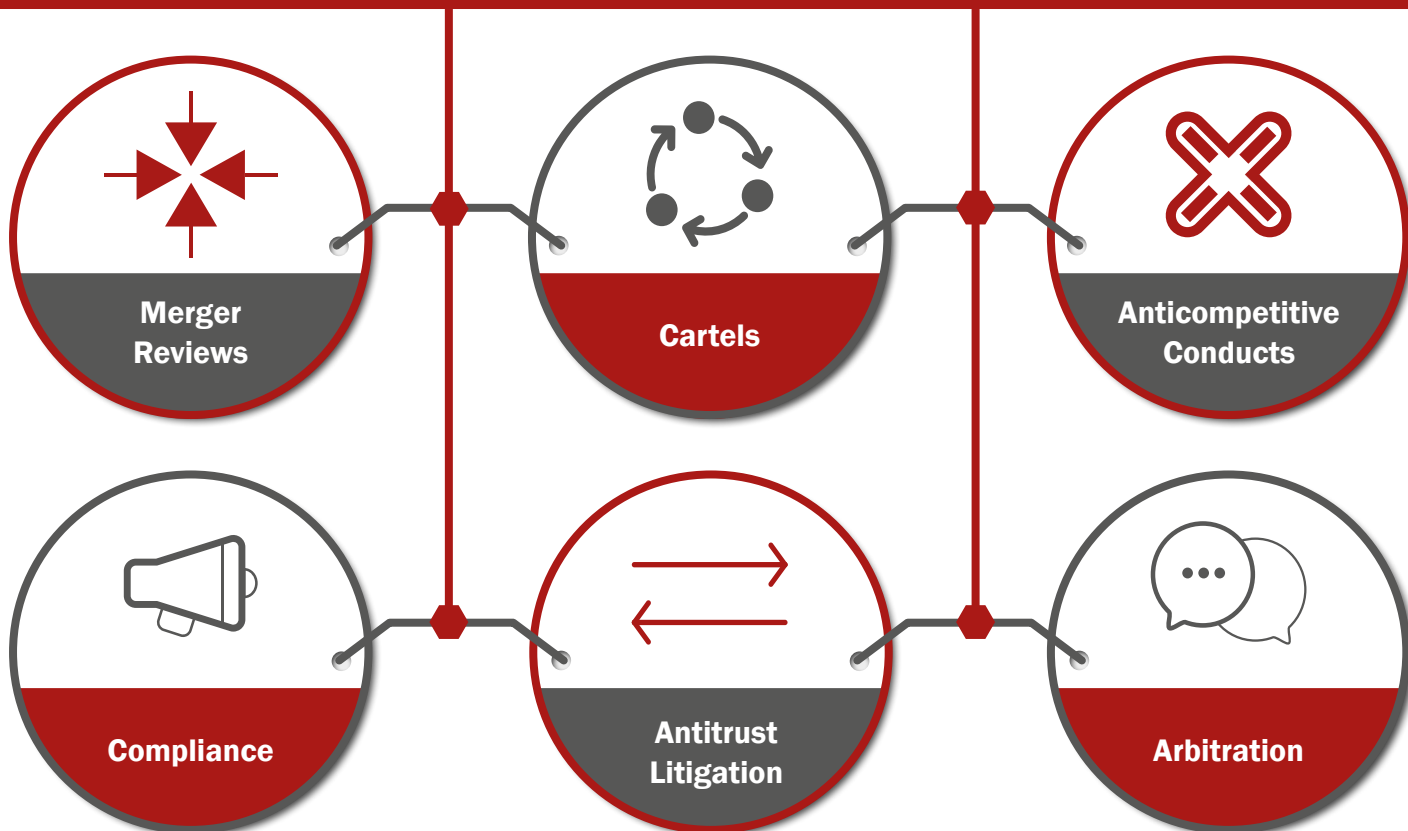
#### Gun Jumping

From approx. **US\$ 15** thousand to aprox. **US\$ 15** million

#### Providing Incorrect or Misleading Information

From approx. **US\$ 1,5** thousand to **aprox. US\$ 1,5** million

Our firm has extensive experience in performing all antitrust proceedings, with a significant track record of victories that have saved millions of reais/dollars for several national and international clients involved in antitrust investigations.



# Privacy and Data Protection from @ to .com

The enactment of the Brazilian General Data Protection Law (LGPD), made even more urgent for companies to adapt to the new legislation in order to avoid significant fines that can reach up to **R\$ 50 million** (approx. US\$ 15 million) for infringement.

In general terms, LGPD compliance requires reviewing ALL information and technology processes, documents, contracts and structure of a company.

It is also necessary to develop or adapt the policies for website's cookies, privacy and terms of use.

As a result, companies should adopt compliance measures focusing on risk prevention in relation to data being processed. As such, LGPD obliges companies to implement codes of conduct, governance policies and security systems for any personal data collected.

Martorano Law offers the best solutions to adapt companies to this new reality, developing customized projects according to the size and the acting markets of our clients.

In order to be able to offer a one-stop-shop solution, we have **partnered with several auditing and IT consulting firms that work together with our team** to implement the data protection program we developed making use of the best available technology.



## Learn the essential steps of our General Data Protection Law Compliance Project:



## Diversity and social responsibility



We are strongly committed to promoting a diverse and inclusive social and work environment that supports the recruitment, retention and promotion of women, black people, LGBTQI+ and individuals with special needs.

We are proud to be one of the few women-led law firms and one of Brazil's most supportive diversity offices offering pro bono legal work, volunteer courses, cash donations, sponsorship and partnerships with various entities.

### Fundadora | **Luciana Martorano**

Luciana Martorano has significant experience in all procedures of the antitrust and data privacy law. She has been servicing national and multinational companies before CADE since 2008, holding an impressive track record of M&A clearance: more than 70 transactions since then.

In 2019, she was elected General Secretary of the Commission for Studies on Competition and Economic Regulation (CECORE) of the Brazilian Bar Association - São Paulo Section (OAB-SP), for a three-year period (2019/2021).

In recent years, the market has recognized Luciana as one of Brazil's leading attorneys, with the best expertise and experience to advise companies in creating business strategies involving antitrust and regulatory issues related to the high-tech industry, digital economy and disruptive markets.





Antitrust  
Privacy & Data Protection

Excellence. Experience. Strategy. Ethics.

Martorano  Law

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