

LEGAL — ARMY

Alternative Law Firm

NewLaw for the New normal.

Alternative Legal Services Provider

Now, more than ever, it is time for alternative legal service providers (ALSPs). We believe there is a better way to provide legal services by reducing their cost by up to 80%. In Legal Army, we are adapted to a new client who is much more demanding and focused on developing their business with maximum legal security without paying the costs of structures and processes of another era.

We are living a new reality where the budgets of legal departments have been dramatically reduced but they still need excellence which demands agile, customer-focused, international and ubiquitous advice from the law firms. The New Normal has imposed the digitalization, fair prices and effective legal solutions for 21st century businesses.

This is NewLaw, this is Legal Army.

Specialists in **technology, innovation and digital business**

Our clients are innovative companies whose legal departments need specialized support to relieve themselves from their massive workload or companies without a legal department who prefer to outsource legal services.

Technology
Law

Intellectual
and Industrial
Property

Privacy

Business
Law

Digital
Business

Cybersecurity

Legal Process Outsourcing (LPO).

Audits and compliance to GDPR and LOPDGDD.

Technological services contracting, platforms or digital businesses.

Advice on privacy and information security.

Outsourced DPO or internal DPO support.

Legal Opinions or legal feasibility studies for disruptive business models.

Protection of Software and digital creations.

Intellectual Property : registration/ opposition of trademarks, utility models and other forms of protection.

Privacy clauses, policies, 'cookies' and other contractual legal texts.

General/Particular Contracting Conditions.

Legal Design and clear communication. Programmatic advertising.

User knowledge, behavioural advertising, profiling and location.

Advertising and audiovisual communication Law.

In Company' training courses.

Monetization of 'big data'.

'E-Commerce' and 'market places'.

Consumers and User Law.

NDA's or Confidentiality Agreements.

Advice and solution of online reputation problems.

Recovery of domains and intangibles protection.

'Privacy by Design' for new products and services.

'Fintech', 'insurtech', 'blockchain' and collaborative economy.

Cybercrime and ethical hacking.

'Native advertising' and 'branded content'.

Augmented reality and virtual reality.

Consumer and User Rights.

International Regulatory Research.

Training and conferences specialised in Privacy, IP and Technological Law.

21 Century **Lawyers**

Legal Army is an Alternative Legal Services Provider (ALSP). We believe that there is a better way to provide legal services by reducing their cost by up to 80%, adapting to a new client who is much more demanding and focused on developing their business with maximum legal security without paying the tolls of structures and processes of another era. Our corporate organization seeks the welfare of lawyers and the satisfaction of our clients, attracting the best legal talent.

We use the best technology to automate works that do not require legal qualification reducing your costs drastically without losing an apex of excellence.

This is NewLaw, This is Legal Army.

Optimized Legal Services with the best technology

You'll have a dedicated legal team to focus on your business. We cover your needs with fair and transparent fares.

Technological and Commercial Contracting

We draft, review and manage all your contracts to relieve the workload of your legal department.

Privacy and Cybersecurity

We adapt all types of companies and other entities, digital products and services to the GDPR and other international regulations on privacy and data protection. We protect your most valuable asset, the data. We prepare your company for the cyberthreats of this century.

Intellectual and Industrial Property

We are experts in intellectual property. We protect your assets intangible assets designing a comprehensive strategy.

DPO as a service

We are your technology-empowered DPO. We ensure full compliance with the principle of proactive accountability with a specialized lawyer fully dedicated to your company. Our technology allows our lawyers to leave traceability of the controls we do as DPO, complying and demonstrating that compliance to third parties and Data Protection Authorities.

Digital Regulation and Innovation

We provide specialised advice on R&D, on products and services, analyzing and complying with the legislation of any country where you want to commercialize your digital service or product.

Legal Design

We redesign contracts and other legal documents for getting transparent communication with your customers. We review and reformulate legal terminology making it understandable to any citizen.

We break the billable hours' system

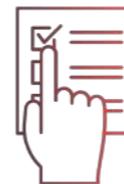
A significant number of law firms remain anchored in a 19th century business model, based on a pyramidal partnership, with hundreds of lawyers working in prime locations in luxury offices that can only be afforded by the "billable hours" paid by the client, regardless of whether part of those hours are purely administrative work.

Many firms pass their structural costs to the client, who loses control of his budget when he receives huge amounts of fees that no longer fit the reality of the modern legal industry.

Now, more than ever, it is the time for alternative providers of legal services, as we offer transparent rates previously agreed with our clients. In the post COVID19 era, companies have suffered dramatical budget reductions that require the optimization of their legal pool, giving entrance to ALSP

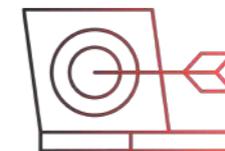
With L-A, you'll always know the cost of our services beforehand.

We offer **two types** of fully transparent pricing:



Monthly retainer fee

without limit of
hours for recurrent
support.



One-shot

Single Price for
closed projects
previously agreed
with the client.

Our Clients

Some stay in the past and decide to continue using it, but more and more, all kinds of companies knock on our door looking for innovation, legal excellence and above all, fixed and transparent rates.

Join the NewLaw pioneers



Bankia



change.org



vizzuality.



CLOUD DISTRICT



TEAM CMP

Good Rebels™
antes Territorio creativo



prestalo



Valores

Excellence

We are lawyers with 20 years of experience in business law.

We are highly specialized in new business models and all kinds of technologies so we accompany our customers in their growth speaking their same language.

We recruit only the best legal talent to deliver legal excellence.

Transparent fares

With L-A, you'll always know the cost of our services beforehand.

We offer two types of fully transparent pricing:

Monthly retainer fee without limit of hours for recurrent support.

Single Price for closed projects previously agreed with the client.

Agility

We use agile work methodology imported from the technological environment.

We are aware that your business requires immediate advice and strategic anticipation.

That's one of our greatest assets.

Plataforma Legaltech

We offer our clients a private online platform so that they can have access to their entire document repository and can make multiple managements and queries without having to lose hours in infinite conference calls.

We own our technology, which is based on AI and ML.

Legal Army

History

After more than 12 years as a client of legal services in the PRISA Group and in Tuenti, our CEO and founder, Natalia Martos, realised that there was no legal offer in the traditional firms that was adequate to give legal coverage to the digital businesses and technology that these companies were developing.

After her time at Singularity University (Silicon Valley) in 2016, she analyzed how exponential technologies are changing all the traditional business models, including legal services.

She discovered the NewLaw and ALSP models, which are rapidly expanding internationally, and she decided to import the model into the Spanish-speaking market.

For two years, she practiced Law in two renowned traditional law firms as Partner, where she created and led the practice of technology law, innovation and privacy until she took the leap to set up Legal Army.

This is NewLaw, this is Legal Army.

Our Team



Natalia Martos
CEO & Founder

Biography

Natalia Martos has more than 18 years of experience focused on the digital industry, within online and offline media and startups.

She has an extensive experience as an In-House lawyer, institutional and regulatory expert specialized in the Internet, media and new technologies fields, both in the EU and in America.

She is an expert in corporate law, business law, new technologies, intellectual property, privacy and innovation, as well as in the digital transformation of all types of industries.

Experience

Natalia Martos has spent most of her professional life in Grupo PRISA, as an in-house lawyer, having started her career in Prisa Digital and later becoming General Secretary attorney. Later she was the General Counsel and Privacy Director of the Spanish social network Tuenti until its sale to Telefonica. After this stage, she returned to Grupo PRISA to lead, for more than 4 years, the digital transformation of the group as Corporate Legal Director of digital businesses and Global Privacy Director, reporting directly to the Chief Digital Officer of the Group. During the last two years at PRISA, she was Legal Director of Prisa Noticias and Prisa Brand Solutions.

After more than 12 years as a business lawyer, she began her legal practice in law firms, debuting as a Partner of Andersen Tax & Legal creating a new practice area, “Privacy, IT & Digital Business”. Once established, she creates and develops this same practice area at the firm Pérez-Llorca, advising all types of industries in their digitization processes, adaptation to the new Data Protection Regulations, as well as in all those activities related to business law, intellectual and industrial property, digital business, technological assets and, in general, in all the activities of the Legal Advising of companies of all types of sizes and industry.

Our Team



Rahul Uttamchandani
Chief Legal Officer

Biography

Bachelor of Laws by the Carlos III University of Madrid, Master of Laws in Telecommunications, Data Protection, Audiovisual and Information Society Law by the same university, and Master's Degree in Legal Practice by the Universidad Autónoma de Madrid.

Rahul is specialized in ICT Law and Procedural Law. He has continuously provided legal advice in matters regarding civil and corporate law, intellectual and industrial property law in the audiovisual and technological fields, as well as in matters of data protection and information security to a wide range of clients dedicated, mainly, to the development of new technologies based on disruptive business models.

Rahul is also enthusiastic about emerging technologies and their legal implications, which motivated him to finish his undergraduate studies with a paper titled *"Drones: A new challenge for the Legal System"* and his postgraduate studies with a paper titled *"Drones and Artificial Intelligence: The Future of Video Surveillance and Privacy"*.

Experience

During his undergraduate studies, he has imparted orientation and mentoring seminars to high school students and has worked as an IT Technician in the Computer Science Department of the Carlos III University of Madrid.

During his postgraduate studies he has collaborated with the Carlos III University's Law Clinic regarding Data Protection cases.

He also has experience as a Junior Associate in matters of Intellectual Property and New Technologies at a national level, collaborating in turn with a prestigious legal boutique specialized in matters related to Intellectual Property, Contractual Law and Data Protection in the field of audiovisual production at an international level.

Our Team



Loreto Jiménez
Head of Privacy

Biography

Loreto Jiménez has extensive experience both as a business lawyer and as legal consultants in the field of privacy, new technologies, information society, intellectual and industrial property, and information security.

Experience

Loreto specializes in data protection law, information society, new technologies, and information security, providing advice on the drafting and review of information clauses and contracts related to these matters. It is also accustomed to the provision of audit and consulting services, and preparation of legal reports on data protection, LSSI and new technologies, regulation on electronic commerce, advertising and consumer rights in distance contracting, support and answer to the information requirements of the AEPD and assistance in inspections carried out by it.

In addition, Loreto also has knowledge in the field of Cybersecurity, accustomed to the development and review of security procedures, assistance and support in the management processes of Information Systems (ISO 20,000 and 27,001), and monitoring and implementation of compensatory measures and controls for treatment of identified risks.

Our Team



Jorge Carranza
Legal Team

Biography

Jorge has experience in Data Protection and has been involved in the world of privacy prior to the entry into force of the GDPR.

He graduated in Law at the University of Granada in 2017 and is a practising lawyer of the Granada's Bar Association.

Experience

Jorge has been linked to the employment law by collaborating on a workers union of Granada, lending his support on different topics, and later as a labor lawyer in a law firm in Granada, taking several legal proceedings.

Over the last few years, and as a result of his passion for the privacy and technological world, he has been training in data protection and information security, acquiring experience before the arrival of the GDPR. He has made numerous adaptations to the GDPR and has extensive experience in making all types of documentation: legal texts for web pages, informative clauses, contracts, employee training and the exercise of rights by interested parties, both from national and international companies, as well as audits of compliance with data protection regulations. He has also worked as Data Protection Officer of some companies throughout his professional career.

Our Team



Marina Manzanares
Legal Team

Biography

Marina graduated in Law and in Business Management and Administration from the University of Zaragoza. She also holds a Master's Degree in Intellectual Property and Technology Law from the Autonomous University of Madrid, as well as a Master's Degree for Access to the Legal Profession from the National Distance Education University (UNED).

Marina specialises in Intellectual Property and Technology Law. She has provided advice on topics such as copyright law, trademark law and technology licensing, as well as in several matters regarding civil and commercial law.

Marina is also very interested in studying the legal and economic implications of disruptive business models. This encouraged her to write her Law Bachelor's thesis on "*The impact of the Sharing Economy platforms in the regulation of the VUT*", and her Business Bachelor's thesis on "*Startups in the logistics sector*".

Experience

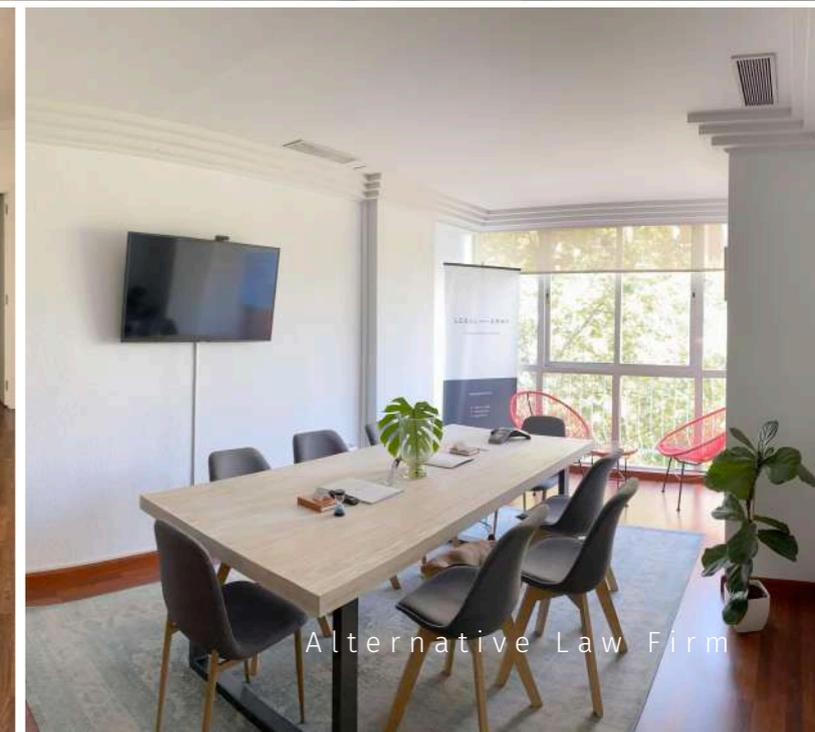
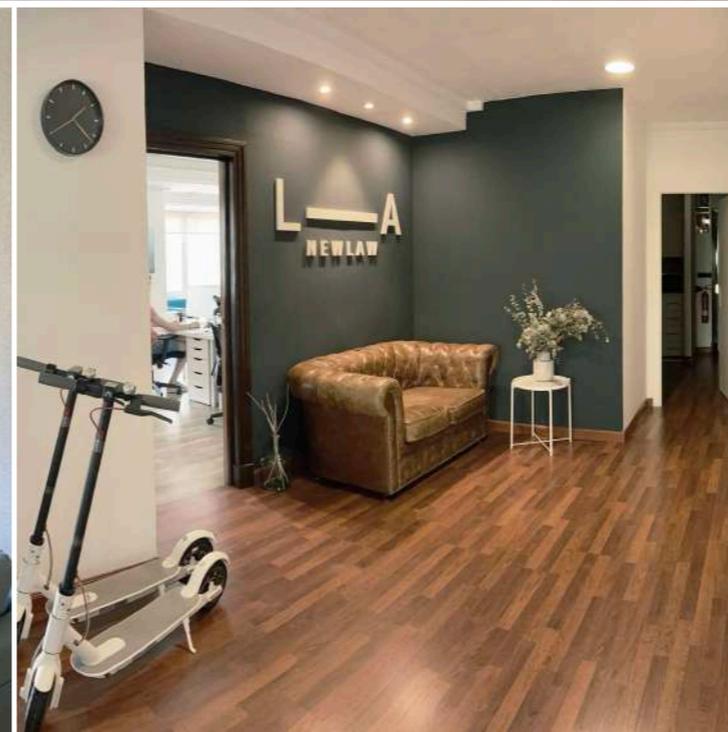
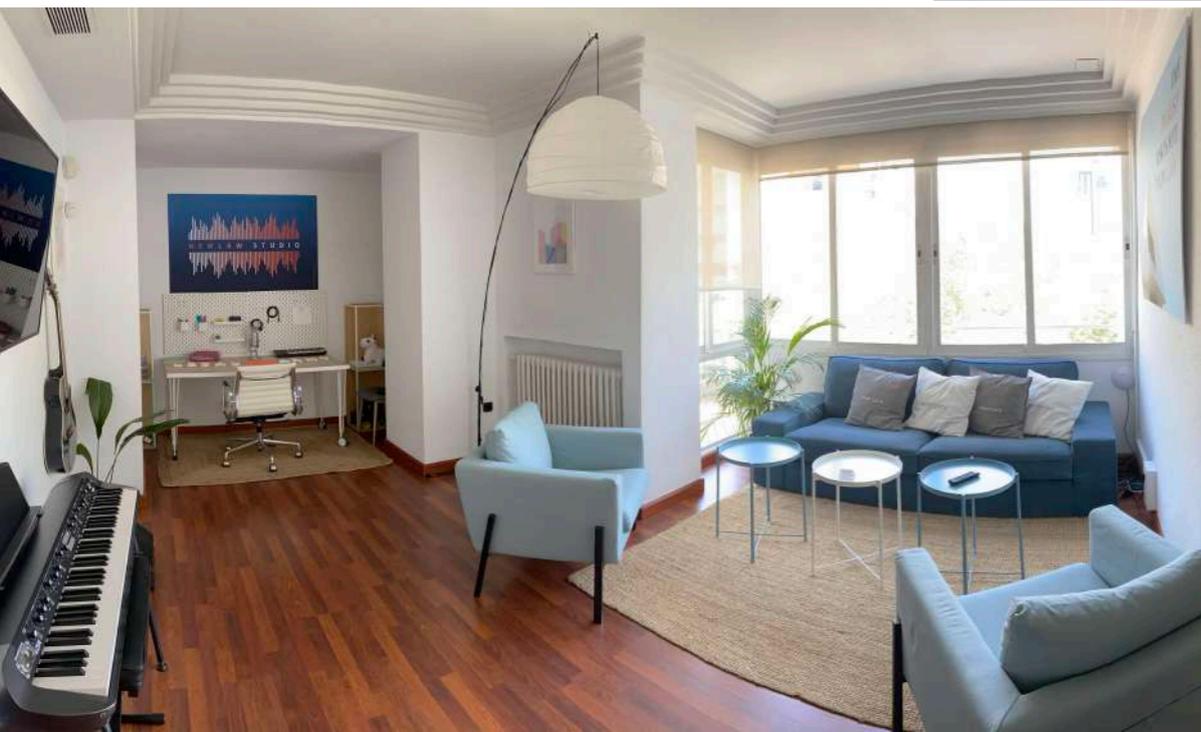
In the course of her undergraduate studies, Marina collaborated in the areas of Procedural Law and Administrative Law of a large law firm. In addition, she represented her university in a prestigious international competition on arbitration and commercial law.

Later, she worked in the innovation project management department of a major university in Sweden, where she gained experience in coordinating research projects funded by the European Commission.

During her postgraduate studies, Marina collaborated with a renowned firm specialised in Intellectual Property.

Our Space

Our offices are in the Calle María de Molina, 60 Madrid



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