

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

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Intellectual  
and Industrial  
Property

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Privacy

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Business  
Law

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Digital  
Business

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Cybersecurity

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Legal Process Outsourcing (LPO).

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Audits and compliance to GDPR and LOPDGDD.

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Technological services contracting, platforms or digital businesses.

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Advice on privacy and information security.

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Outsourced DPO or internal DPO support.

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Legal Opinions or legal feasibility studies for disruptive business models.

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Protection of Software and digital creations.

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

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

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General/Particular Contracting Conditions.

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Legal Design and clear communication. Programmatic advertising.

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User knowledge, behavioural advertising, profiling and location.

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Advertising and audiovisual communication Law.

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In Company' training courses.

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Monetization of 'big data'.

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'E-Commerce' and 'market places'.

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Consumers and User Law.

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NDA's or Confidentiality Agreements.

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Advice and solution of online reputation problems.

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Recovery of domains and intangibles protection.

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'Privacy by Design' for new products and services.

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

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Cybercrime and ethical hacking.

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'Native advertising' and 'branded content'.

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Augmented reality and virtual reality.

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Consumer and User Rights.

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International Regulatory Research.

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

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## 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 **four types** of fully transparent pricing:



### Monthly retainer fee

Unlimited hours for ongoing support. We handle all necessary legal work in a given area or subject for a fixed fee per month, which can be adjusted upward or downward as the workload flows.



### One-shot / Flat Rate

Unique price for closed projects previously agreed with the client. No surprises, no matter how long it takes to complete.



### One rate hourly pricing

Our lawyers with the same fixed fee. We work as a team to resolve legal issues with a fixed fee agreed with the client.



### Success fees

Percentage of success for the work done. We agree on a fixed price for a part of the work done and a percentage of success.

# 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



# Values



## 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.

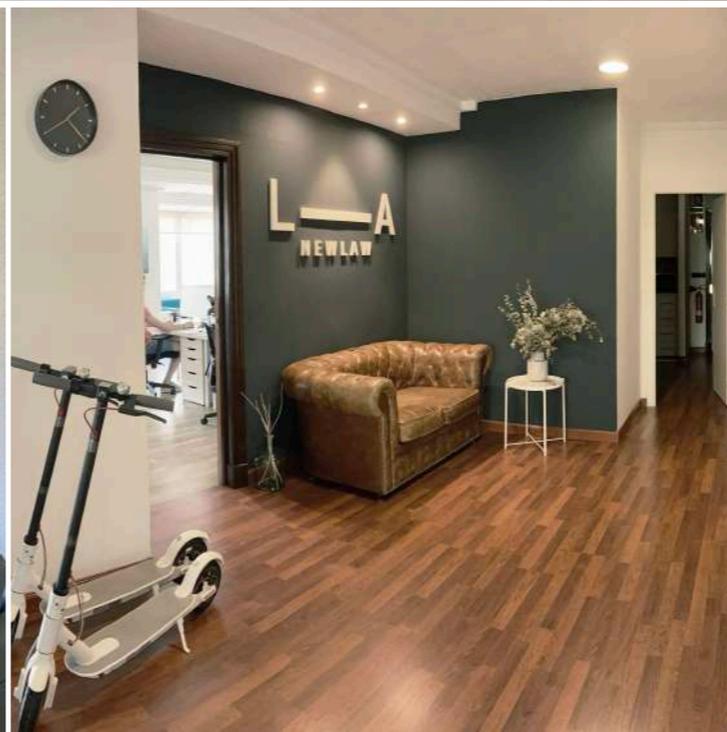
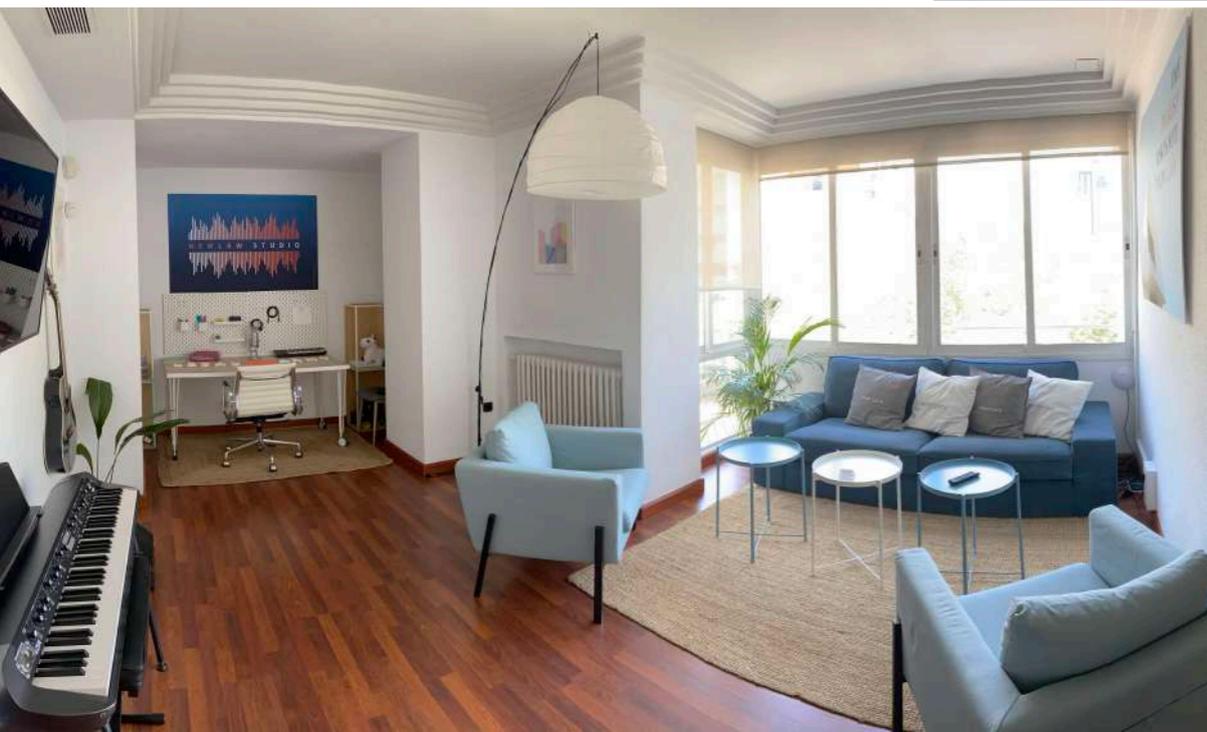
She discovered the NewLaw and ALSP models, which are rapidly expanding internationally, and she decided to import the model into the Spanish-speaking market.

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 Space

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



# LEGAL — ARMY



Legal Army