

PARTNER, INTELLECTUAL PROPERTY

Ady Nieuwenhuizen

I am a partner specialising in European privacy and intellectual law in Fieldfisher's Amsterdam office.

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LOCATIONS

[Netherlands](#)



My particular focus is on privacy (GDPR/AVG), cybersecurity, digital/social media, e-commerce and new technologies.

I litigate and advise on all areas of privacy (global privacy projects, BCR projects, GDPR implementation projects, data breaches, SAR requests etc.).

I litigate and advise on the classical soft IP issues, as well as issues about technology, marketing, advertising and the internet.

I am hands-on, responsive and solutions-orientated. My experience in the technology sector has involved working with start-ups, large multinationals and non-government organisations in digital media, data and telecoms projects.

I am a member of European Trade Mark Association (ECTA) and the ECTA Internet Committee and founder and board member of The FIPE (Female Intellectual Property Experts).

Formerly, I was on the Social Media Marketing Code study committee, where I advised clients on the special new Social Media Marketing advertising code on behalf of the Advertising Law Association.

I have spoken widely (lectures at national and international universities and conferences) and written many articles on Technology, IP and GDPR topics.

I have registered the following principal (and secondary) legal practice areas in the Netherlands Bar's register of legal practice areas (rechtsgebiedenregister): Intellectual Property Law (Intellectueel eigendomsrecht) and IT Law (ICT-recht) as principal areas, the latter with Privacy Law (Privacy recht) as secondary practice area.

Based on this registration, I am required to obtain ten training credits per calendar year in each of Intellectual Property Law and IT Law, in accordance with the standards set by the Netherlands Bar.