

Dentsu Aegis Network brings Dr. Stefan Drewes on board as Data Protection Officer

Lawyer to support agency network in implementing the GDPR

Wiesbaden, 26 October 2017 – Reinforcement for the Dentsu Aegis Network: the lawyer and data protection officer **Dr. Stefan Drewes** will be lending his expertise to the agency network **with immediate effect as an external consultant**. As an acknowledged specialist in data protection law, Dr. Drewes will be supporting the communication experts at all the firm's locations, particularly in terms of implementing the General Data Protection Regulation (GDPR), which will come into force on 25 May 2018. While Dr. Drewes is focused on the German market, Mark Keddie from the UK joined the firm back in June as Global Data Protection Officer for the entire network.

Dr. Drewes has for more than 15 years been advising companies in Germany and abroad as a lawyer in all legal matters relating to data protection, including sizeable mid-tier firms and corporations, plus DAX30 enterprises. The keynote focuses of his consultancy work include big data, predictive analytics, dialogue marketing, and implementation of the General Data Protection Regulation (GDPR). Dr. Drewes is also an approved inspector for the fields of law and engineering within the framework of the ADCERT Data Protection Seal.

"The GDPR constitutes a radical change, and is a major challenge for our increasingly data-driven industry in particular. Nonetheless, we prefer to see it as an opportunity – so we have to examine the regulation in all its facets and assess the possible effects for both our and our clients' business. With Dr. Stefan Drewes, we now have an internationally recognised data protection expert on board who not only ranks among the best in his chosen field, but is also closely networked with all relevant stakeholder groupings" **explains Ulrike Handel, CEO of Dentsu Aegis Network Germany.**

After studying law at Bonn, Geneva and Freiburg Universities, and a legal clerkship at Düsseldorf Higher Regional Court, Dr. Stefan Drewes obtained his doctorate in 2001 at Potsdam University. He is a partner at the law firm Pauly & Partner in Bonn, and the Managing Director and founder of DPA Drewes Privacy Advice, a consultancy firm specialising in the implementation of data protection regulations. Dr. Drewes is a member of the German Society for Data Protection and Data Security (GDD) and the International Association of Privacy Professionals (IAPP).

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The General Data Protection Regulation will apply directly and immediately as from 25 May 2018, and will govern the handling of personal data throughout the EU. One of its most salient aspects is the accountability principle, which will in future require extensive evidential documentation confirming the legality of data processing. In addition, the GDPR aims in particular to ensure transparent processes for the citizens and to minimise the amount of requests for personal data.

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