



## Martina Rievajová

Associate

Martina specialises in personal data protection, information and communication technology law as well as retail, e-commerce, and consumer protection law. She also provides clients with comprehensive legal advice in life sciences, food law, and other regulatory areas.

In personal data protection, Martina has long been dealing with the application of Slovak and European data protection legislation to specific cases and client situations. She has considerable experience in compliance audits, preparing challenging assessments and effective recommendations for clients, including public law entities as well as entrepreneurs engaged in various sectors, such as insurance and e-commerce.

Martina has extensive practical experience in advising on information technology law at the B2B level, for example, in drafting and enforcing software contracts, as well as at the B2C level in the overlap of ICT law with consumer law, in advising major technology players as well as online platform or e-shop operators, and electronic communications providers at both national, but especially international levels.

She also strategically assists clients in the areas of life sciences such as categorization and advertising of medicinal products and medical devices, and in proceedings before regulatory authorities. Martina also has unique know-how in other regulatory areas, such as food law, cosmetics, and dietary supplement regulation.

She also specialises in consumer protection, retail and e-commerce, which perfectly complements the above specialisations. In these areas, Martina assists both major international and local clients in their market entry, in proceedings before supervisory authorities, and in actions taken towards consumers as well as competitors.

### Membership in professional associations

Slovak Bar Association

### Languages

Slovak, English

### Education

Comenius University, Faculty of Law, Bratislava (2020), Mgr. (Master of Laws)  
University of Zagreb, Faculty of Law, Croatia (2017)

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