

## Representative Legal Matters

Sonia Ong

### **Enterprise Tech & Digital Transformation**

- Represented and advised Malaysia's leading telecommunications provider on its public cloud services agreement with the subsidiary of one of China's fast-growing consumer electronics companies.
- Advised one of Malaysia's largest total asset solutions businesses on its software development, licensing and commercialisation initiatives under its digital transformation agenda. This formed part of a broader project to implement a group-wide intellectual property policy and standard operating procedures, which involved helping the client navigate the complexities of their new digital/SaaS offerings (including IP protection, customer and vendor contracting guidance, as well as use of open source software).
- Developed a suite of customer terms for a Malaysian conglomerate's new digital services offerings covering cloud, professional services, managed services, hardware and software, including advice on contracting models and approach for enterprise IT solutions reflective of global market practice.
- Advised the Malaysian operations of a global insurance company on its information technology master framework agreement spanning, hardware, software and enterprise services, including outsourcing compliance for regulated financial institutions.
- Advised a global media and entertainment company on its international procurement and sourcing agreements and transactions spanning a broad range of services, including data center hosting, telecommunications and network services and content moderation outsourcing.

### **Data Privacy**

- Led a multijurisdiction data privacy audit and gap analysis, as well as the development of a group-wide data protection policy framework, for a global technology provider with operations in Malaysia, Singapore, Thailand, Hong Kong, China and the US spanning petrol retail solutions, data centers, health tech, big data, analytics and security systems.
- Advised a regional pathology services provider on a data breach incident impacting its Malaysian business, which involved liability assessment, crisis management, strategic communications with customers and recommendations for mitigation, corrective measures and continuous improvement for its data protection and security policies and compliance framework.

- Advised a global insurer on its cybersecurity and data protection contractual framework with third party administrators handling customer data on the insurer's behalf, and developed model clauses for data protection and security, audits, business continuity and disaster recovery, including compliance with cybersecurity and outsourcing regulatory requirements of the Central Bank of Malaysia.
- Advised several local and multinational clients on data privacy concerns and issues arising from the rollout of Covid-19 vaccination programs and testing requirements, including consent requirements, privacy notices, third party disclosures and other compliance considerations.
- Advised a global financial institution on data protection, data transfer and data localization concerns arising from its global cloud migration initiatives involving public cloud providers.

## **Digital Media**

- Led a multijurisdictional review across Malaysia, Vietnam, Thailand, Indonesia and the Philippines for one of the world's largest social media companies on the proposed launch of its live streaming business in Southeast Asia.
- Advised a multinational internet technology company on various product launches such as gaming, educational, social media, entertainment and e-commerce apps and platforms, covering a wide spectrum of issues including consumer protection, copyright, regulatory licensing, platform liability, advertising and data privacy, as well as local compliance reviews for online terms and conditions.

## **Digital Commerce & e-Money**

- Advised and led regional reviews for a global internet company on an ongoing basis on its e-money compliance and regulatory requirements across ASEAN, including new features, payment options and loyalty programs.
- Advised a global social media platform on market entry requirements for its e-commerce business in Malaysia, covering issues such as regulatory permits and licensing, consumer protection, product liability, advertising and marketing and data privacy.
- Advised a leading global banking and financial services company on its bespoke Settlement Bank Services Agreement reflecting its technical and commercial arrangements offering settlement bank services for a leading regional merchant acquirer.