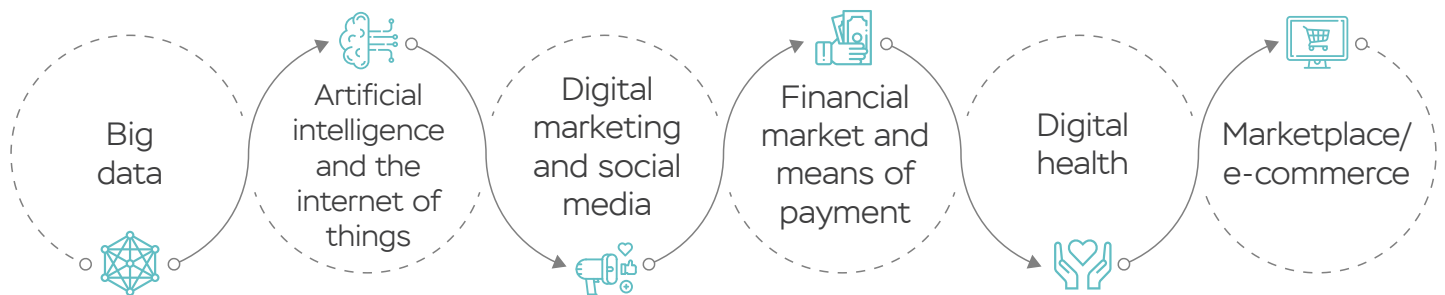




### What will the impact be?

Some may think that the LGPD should not be a primary concern for startups, but this is a big mistake. The new data protection law may be a determining factor when closing a large deal or receiving an investment. Regardless of the work of the National Data Protection Authority (supervisory body), the market has already been demanding that startups comply with the law, mainly in the form of contractual obligations.

### Most affected segments



### Peculiarities of the law in relation to startups

A

The supervisory body shall take into account the size of the company in its determinations



B

An outsourced Data Protection Officer (DPO) may be a good way of reducing costs

### Tips for complying with the LGPD



Raise awareness of the development team, creating a culture of privacy by design



Review the product/service based on the data protection law



Ensure internal policies are compliant



Review privacy notices and dataprotection clauses in agreements



Keep evidence of the efforts made by the company in order to comply



Reinforce information security standards