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McKenzie.**

# TechTalk 2022

The future of technology | Global updates



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# Tech M&A in the age of uncertainty



**Cynthia Cole**  
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**Will Holder**  
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**Leif King**  
Palo Alto



**Derek Liu**  
San Francisco



**Howard Wu**  
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**Tracy Wut**  
Hong Kong

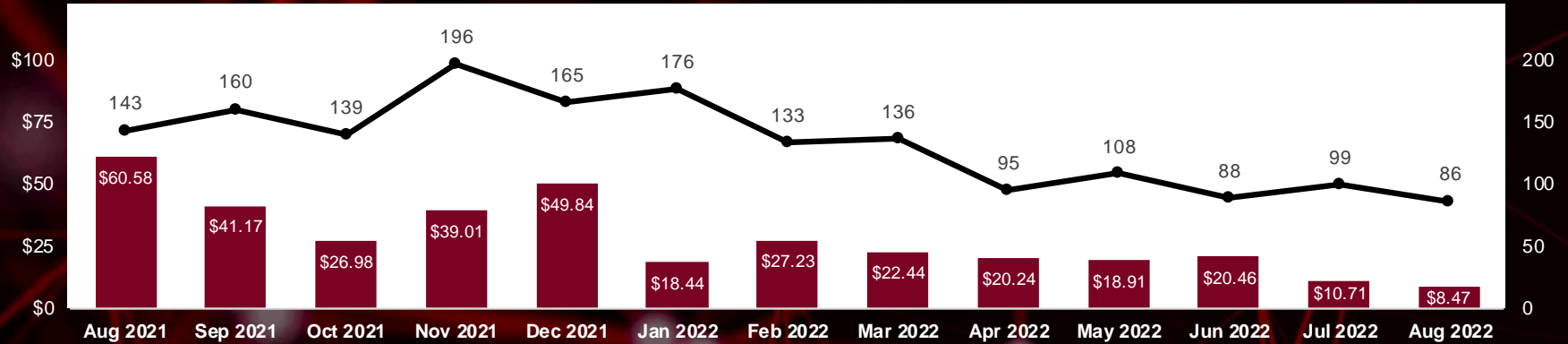


By Deal Value (US\$B)

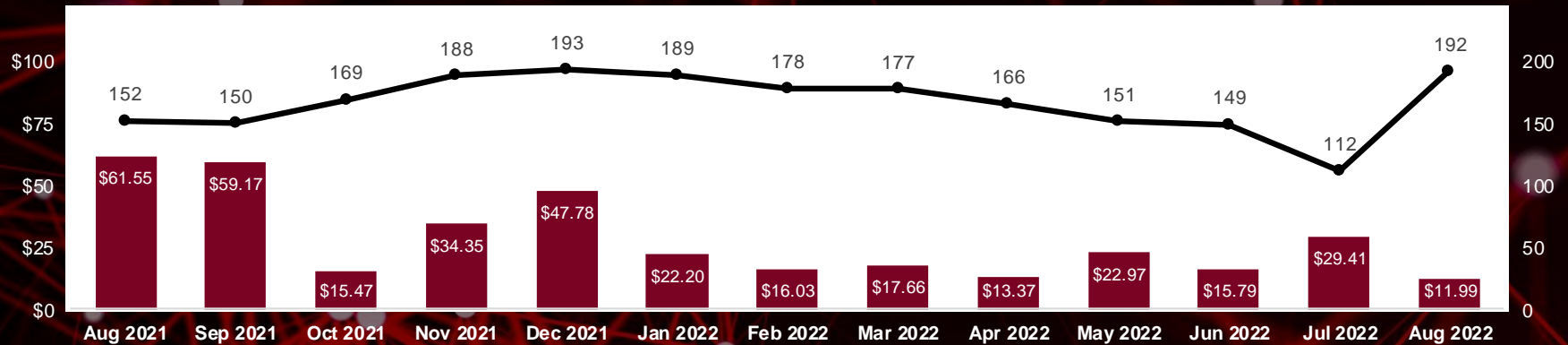


By Number of Deals

### Inbound U.S. Crossborder Transactions



### Outbound U.S. Crossborder Transactions



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# Metaverses: The reality and opportunities of new worlds



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\*Trench Rossi Watanabe and Baker McKenzie have executed a strategic cooperation agreement for consulting on foreign law.

# Metaverses: The reality and opportunities of new worlds



Current state of  
the transactional  
market in IE



Regulatory and  
compliance in IE  
and metaverses



Protecting your IE  
and metaverses  
assets

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# Data leaks and employee activism 2023: The new frontier of investigations and enforcement



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**Jess Nall**  
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# Data leaks and employee activism 2023: The new frontier of investigations and enforcement



Only 3 in 10 employees are deeply engaged with their employers



Employees across spectrum more "belief-driven"



Social Media Fuels + Spreads



Frequent Triggers: Leadership, Corporate Social responsibility, Layoffs, and Human Resource Actions



Edelman 2021 third party survey: **75%** of employees stated they would take action to get the organization to make changes, and **40%** are prepared to take their cause outside the company, by going on strike, taking to social media or as whistleblowers.

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# The impact of tax on techs



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**María Antonia Azpeitia**  
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**Erik Christenson**  
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**Mark Yopp**  
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# The impact of tax on techs

Remaining competitive and  
avoiding the hazards

Home offices?



User base



Data Centres



Products



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# Fintech: The new normal



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**Stephanie Magnus**  
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# Fintech: The new normal

**FinTech trends  
across  
different markets**



**Regulatory  
considerations  
when expanding  
across markets**



**M&A  
considerations**



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# Privacy: best practice and avoiding pitfalls around the world



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# Privacy: best practice and avoiding pitfalls around the world



## Best Practices



- Vendor dd, contracting
- Int'l data transfer mechanisms
- Privacy Notices
- Clearly differentiate processor v. controller
- Differentiate DPO, v. counsel v. Privacy Lead, v. Art. 27 GDPR rep
- Cookies banners
- Check for “data related” EU/national acts
- Incident preparedness
- Do not sell my info



## Pitfalls



- DTIA overkill
- Gap assessments
- Blind automation/best practices applied without focus on law
- Call “anonymous” without double checking data is not identifiable
- Failure to authenticate DSRs
- Diversity data collection without privacy law compliance

# Hot topics: What is new and what should US companies do now?



**Brazil  
LGPD**

**Chinese  
PIPL**

**South  
African  
data  
protection  
law**

**US State  
laws**



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