

# András Peisch

## Senior Associate



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## Overview

András Peisch is a senior associate in Dentons' Budapest office and a member of the office's Public Policy and Regulation practice, and advises clients on corporate and commercial, data protection, intellectual property (IP) and life sciences matters. He has particular experience in general corporate matters, advising businesses on a variety of commercial agreements, data protection compliance procedures, and has been working with companies operating in various sectors.

## Experience

### Corporate and Commercial

- **Global manufacturer and distributor of optical equipment and related products and solutions:** Advising its various divisions on a day-to-day basis, including international distribution agreements, supply agreements, license agreements and other commercial contracts.
- **Regional tire distributor and retailer based in Hungary:** Advising on day-to-day corporate matters, including warehousing/logistics contracts, commercial contracts and legal issues, as well as in connection with the complex restructuring and continuous expansion of the company.
- **Leading audio and visual products manufacturer:** Providing day-to-day commercial advice including warehousing/logistics contracts and customer-facing legal documents.
- **Worldwide distributor of electrical products and services:** Representing in connection with a wide range of corporate and commercial matters, with a heavy emphasis on labor matters.
- **Hungarian distribution company of a German car manufacturer:** Advising on employment and corporate issues.
- **South African publicly listed health and care brands company:** Advising on the auction sale of a Hungary-based global sports nutrition company, a sports nutrition business company which is a part of Biotech USA group of companies.

- **Television production subsidiary of an American media and entertainment company:** Advising on its film production activities in Hungary, including the review of production-related agreements and financing agreements.
- **A leading Hungarian investment company and the CEO of the target company:** Advising on the acquisition of a DIY-chain operating countrywide as well as a real estate portfolio consisting of 13 warehouses, including a management buyout.
- **Leading international automotive supplier:** Advising on a greenfield investment in a new manufacturing plant in Hungary. The advice involved the drafting and negotiation of a complex designing, project management and technical supervision agreement for the plant construction.
- **The world's largest automotive safety supplier :** Advising on the construction of an industrial unit in Hungary.
- **Austrian owned paper manufacturing company:** Advising in respect of high-value supply agreements.

## Data Protection

- **International self-driving vehicle technology developer:** Advising on various legal matters in Hungary, including IP advice in connection to their commercial contracts, and, on a separate mandate, representing them in front of the Hungarian National Authority for Data Protection and Freedom of Information in relation to data protection and regulatory issues.
- **American premium cable and satellite television network provider:** Advising on GDPR compliance in Hungary and further 11 countries in Europe, and the new EU net neutrality regulation and the zero-rating practice relating concerning its product.
- **World leading automotive company:** Advising its Hungarian importer and commercial vehicle sales representation subsidiary on GDPR compliance matters.
- **American multinational technological manufacturer:** Advising the Hungarian subsidiary on day-to-day corporate matters, as well as GDPR compliance matters ever since the regulation came into effect. In particular, conducting an internal data protection audit at the company (involving data mapping), advising on the compliance of the client's policies with GDPR regulations, and drafting the necessary documents and policies.
- **Global television and movie production company:** Advising on various data protection matters related to the handling of data stored on devices given to repair services and their newsletter distribution policy.
- **Hungarian subsidiary of a global provider of software engineering and IT consulting services:** Advising on GDPR compliance matters ever since the regulation came into effect.
- **A world-leading sports equipment manufacturer:** Advising on various matters including data protection and IP and coordinating seamless legal advice in five CEE countries.
- **Leading provider of advanced diagnostics and cancer care services in Europe:** Advising on regional GDPR compliance matters.

## Life Sciences

- **Multinational company engaged in the manufacture and sale of medical devices:**
  - Training of the staff on regulations pertaining to regulatory compliance of medical devices and anti-bribery laws.
  - Advising on potential regulatory and IP infringements due to the re-labeling of medical devices.
- **The world's largest food and beverage company :**
  - Advising in relation to the applicability of Hungarian pharmaceutical legislation concerning its

operations.

- Representing in a proceeding initiated by the National Institute of Pharmacy and Nutrition in relation to the promotion of infant nutrition products.
- **American multinational technological manufacturer:** Advising on the legal framework relating to the manufacturing of electronic cigarettes, and components thereof, in Hungary, including regulations relating to tobacco products, medicinal products, medical devices and other area.
- **The world's leading provider of products and services for people with chronic kidney failure :** Advising in connection with
  - localization of policies, including discounts, rebates and other price reductions, product samples, and a selection and engagement of medical advisory board/committee members and non-employed medical directors;
  - the setting up of a data protection compliance hotline; and
  - consultancy agreements, clinical trial agreements, study agreements and have also provided assistance in the investigation of patient complaints.
- **Leading pharmaceutical company:** Advising on the complete reorganization of its regional subsidiaries, including the contractual implementation of the reorganization and the preparation of company policies, SOPs, and employment related templates, as well as wholesale, donation and consultancy agreements.
- **A global provider of comprehensive clinical services:** Advising regarding clinical research (including negotiations of individual clinical research contracts among investigator, hospitals, assistant investigators, authorities).

## Recognition

### In the Media

- "Dentons advises on the sale of Mecom to Smithfield", Dentons press release, February 23, 2021
- "Dentons advises NEPI Rockcastle on the acquisition of Mammut shopping center in Budapest," Dentons press release, September 17, 2018
- "Dentons advises Wallis Group on purchase of Praktiker assets in Hungary," Dentons press release, January 22, 2016

## Insights

- Co-author, "COVID 19: Data Privacy Analysis Country Guides," Dentons Guide, March 24, 2020
- "Hungarian legislation introduces new regulation on asset management foundation," Dentons Budapest Newsletter, March 6, 2019
- "Teurer Datenschutz," (Expensive data protection), *OstContact*, September 2017

## Activities and Affiliations

### Memberships

- CIPP/E (ANSI-accredited Certified Information Privacy Professional/Europe), International Association of

## Prior and Present Employment

András Peisch is working in association with Dentons Réczicza Law Firm.

## Areas of focus

### Practices

- Corporate
- Intellectual Property and Technology
- Life Sciences
- Litigation and Dispute Resolution
- Mergers and Acquisitions
- Restructuring, Insolvency and Bankruptcy
- Compliance
- Corporate Governance
- Health Care Regulation
- Privacy and Cybersecurity
- International Trade

### Industry sectors

- Automotive
- Energy
- Life Sciences and Health Care
- Media, Entertainment and Sports
- Gaming

## Education

- Eötvös Loránd University, 2008, JD
- University of Göttingen, 2007

## Admissions and qualifications

- Member, Bar Association, Budapest, 2012
- CIPP/E, 2018

# Languages

- English
- German
- Hungarian