

# Karl Schober

## Senior Associate



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Toronto

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## Overview

Karl Schober is a Senior Associate with Dentons' Privacy and Cybersecurity group, and Transformative Technologies and Data Strategy practice. Based in Toronto, his thriving practice focuses on privacy compliance, emerging technologies, marketing and advertising, regulated products, and general consumer protection laws and regulations.

Karl is a highly respected lawyer on all matters related to privacy law and data governance in the emerging technology sphere, including wearable devices, smart homes, connected and autonomous vehicles, smart cities and the Internet of Things. He also has significant experience in providing regulatory advice to assist clients in bringing their product or service to the Canadian market, from inception to shelf, including e-commerce, strategic marketing, and navigating Canada's regulatory schemes.

A former officer with the Office of the Privacy Commissioner of Canada, as well with the Competition Bureau, Karl possesses a deep and sound understanding of the world of privacy, cybersecurity and competition law from both regulatory and business perspectives. He provides astute counsel on privacy and data governance compliance, including acting on behalf of clients before privacy commissioners and other regulatory bodies with respect to data breaches and investigations. He also advises on general advertising review of traditional and digital media, advertising of regulated and controlled products, such as automotive, food and alcohol, anti-spam and telemarketing compliance under Canada's Anti-Spam Legislation (CASL). In addition, Karl advises on ordinary selling price, disputes regarding misleading advertising, as well as disputes regarding adequate and proper testing in relation to performance claims.

Karl's prominent clients range from small start-up companies to large national and multinational high-tech companies across a wide range of industries, such as automotive, pharmaceutical, online retail, financial and telecommunications. They turn to Karl for his extensive insight, thoughtfulness, practicality and responsiveness as they launch new and innovative technologies, products and services, and create digital consumer experiences in a rapidly evolving and ever-connected world.

A gifted communicator, Karl is a distinguished international speaker, and writes about developments and tips on privacy, as well as anti-spam issues for DataGuidance UK. He also writes regularly for Dentons' Privacy and Cybersecurity Law blog and Dentons Data blog.

# Experience

- **Smart Cities client:** Advising on 3P, privacy and data strategy with respect to smart cities.
- **Leading food client:** Advising on regulated food law, marketing and advertising issues and promotional campaigns.
- **Global high-tech client:** Advise on multi-jurisdictional privacy and data governance convergence project for smart home devices.
- **Leading e-commerce retailer:** Advising on price programs and promotions as well as advertising and privacy compliance for e-commerce platforms.
- **Automotive client:** Advising on the launch of connected car services, as well on the launch of innovative vehicle shopping platform.
- **One of the largest rental car companies in the world:** Regularly advising on cost of credit offers and ordinary selling price advertising.
- **Automotive client:** Regularly advising on cost of credit offers and ordinary selling price advertising.
- **Confidential Education client:** Advising in data protection and compliance of the personal information of students.
- **Alcohol client:** Advising in connection with privacy, marketing and advertising and consumer protection of alcohol.
- **High-tech firm:** Advising on privacy and SOC2 assessment.
- **Pharmaceutical client:** Lead privacy and CASL gap analysis.
- **Insurance company:** Assisting in developing a privacy compliance program including policies, procedures and training for managing personal information, safeguarding data and a breach response protocol.
- **Digital Media Company:** Advising in the compliance and corporate launch, including website terms of use, privacy policy, social media responsibility and international contest and marketing campaigns.
- **Confidential client:** Advise in the launch of an e-commerce mobile application.
- **Confidential client:** Advise on privacy and anti-spam issues.
- **UK-based retailer:** Advising in connection with compliance of privacy and consumer protection for expansion to Canadian market.
- **US-based retailer:** Advising in connection with compliance of privacy and consumer protection for expansion to Canadian market.
- **Confidential client:** Providing comprehensive audit and analysis of communications program under Canada's Anti-Spam Legislation.

# Insights

- Co-Author, "Data protection & consent: Comparing and contrasting changes to American and Canadian privacy laws" *Lexpert*, May 20, 2021
- Co-author, "The Competition Bureau Reviews Privacy Statements for "false or misleading" Representations, Levies \$9 Million Fine," *Dentons Data Blog*, May 22, 2020
- Co-author, "Contact Tracing Apps in Canada," *Dentons Data Blog*, May 19, 2020

# Activities and Affiliations

- Member, Canadian Bar Association
- Member, Law Society of Upper Canada
- Member, Ontario Bar Association

## Presentations

- "Privacy and Information Security Issues in the Cloud," Osgoode, 2018
- "Technology and Innovation," Chartered Professional Accountants Summit, 2019
- "Canadian Privacy Laws Presentation," Confidential Online Streaming Client, 2019
- "Smart Restaurants," Confidential Client, 2019
- "Canada's breach reporting laws," MEARIE Conference 2018
- "Privacy and Data Security in the Construction Industry," Smart Cities Conference, 2019
- "Autonomous Vehicles," 26th Annual CCPPP National Conference on Public-Private Partnerships, 2018

# Areas of focus

## Practices

- Privacy and Cybersecurity
- Competition and Antitrust

## Industry sectors

- Consumer Products
- Retail
- Advertising

## Issues and opportunities

- Transformative Technology and Data Strategy

# Education

- Carleton University, BA (Hons), 2006
- University of Windsor, JD, 2013

# Admissions and qualifications

- Ontario, 2014

# Languages

- English
- French