

Tímea Bana

Counsel



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Overview

Tímea Bana is a counsel in Dentons' Budapest office and member of the Technology, Media and Telecom (TMT), Intellectual Property (IP) and Data Protection practice groups. She has extensive experience in TMT, intellectual property, regulatory, mergers and acquisitions (M&A), data protection, environmental law and general corporate matters.

Prior to joining Dentons, Tímea worked as a senior associate at another international law firm. Prior to that she started her career as in-house legal counsel at the leading commercial television company of Hungary and she also worked for the Hungarian Public Television where she was delegated to the Brussels-based Public Affairs Office of the European Broadcasting Union.

Experience

- **Listed Hungarian telecommunications and IT company:** Advising on the acquisition of a leading telecommunications infrastructure and solutions provider in Hungary.
- **Global provider of software engineering and IT consulting services:** Advising
 - on GDPR compliance matters, including conducting an internal data protection audit at the company (involving data mapping), and advising on the compliance of the client's policies with GDPR regulations and drafting the necessary documents and policies;
 - with regards to its partnership agreements in connection with an EU sponsored smart city and mobility IT development project taking place in Hungary.
- **World-leading streaming entertainment service:** Advising in connection with the local implementation of the DSM Directive in Central and Eastern Europe, as well as advising on specific amendments to the Hungarian copyright regulation.
- **One of the dominant players on the Hungarian telecom and information market:** Advising in connection with the preparation of their international wholesale service agreement.
- **Hungarian Communications Interest Reconciliation Council:** Providing strategic advice and

representation in connection with the yearly negotiations regarding the copyright tariff with the Hungarian Intellectual Property Office.

- **Leading supplier of sensors, measuring systems, laser markers, microscopes, and machine vision systems worldwide:** Advising on a copyright dispute related to unauthorized usage of its photos in Hungary.
- **International media company and distributor of channels, content and video services:** Advising the on copyright, IP licensing and commercial matters. The copyright matters are related to the program producing and broadcasting activity of the client's networks in CEE.
- **A South Korean technology giant:** Advising on a high profile copyright matter regarding the private copy levy system in place in Hungary, including negotiations with ARTISJUS, the Hungarian Copyright Protection Bureau and other governmental bodies.
- **A global social media network provider:** Providing copyright and data protection-related legal advice in connection with a new application, as well as on the area of e-commerce.
- **A world-leading sports equipment manufacturer:** Advising on various matters including data protection and IP, coordinating seamless legal advice in five CEE countries.
- **American premium cable and satellite television network provider:** Advising on
 - the launch of its over the top (OTT) media distribution service, content production and GDPR matters in Hungary and other 11 countries in the CEE region.
 - GDPR compliance. Together with our London office, carrying out a European level internal data protection audit at the company (including data mapping), advising on the compliance of the client's policies with GDPR regulations, and drafting the necessary documents and policies. The Budapest office was responsible for coordinating and delivering the work for 16 countries in Europe.
- **Investment firm owned by an American film producer of Hungarian descent:** Advising on its acquisition of one of Hungary's most stable and dynamic media companies active in the print and digital press and broadcasting market.
- **A worldwide media content production company:** Advising its Hungarian affiliate on
 - IP, data protection, copyright licensing and commercial matters related to television and digital program productions.
 - GDPR compliance, including 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.
- **A global television and movie production company:** Advising in connection with
 - the participants' agreements of television series to be produced in Hungary;
 - the relocation of media licenses obtained under the jurisdiction of the UK to Hungary, pursuant to Brexit;
 - music licensing for TV productions in Hungary;
 - various competition matters; and
 - advising another member of the group in Hungary on various data protection matters related to the handling of data stored on devices that were given to repair services and their newsletter distribution policy.
- **One of Hungary's largest private vehicle manufacturers :** Representing in a series of trademark infringement-related lawsuits relating to the use of the "Ikarus" trademarks.
- **An industry-leading manufacturer of commercial jetliners and military airlifters:** Providing continuous IP

and strategic advice to an industry-leading manufacturer of commercial jetliners and military airlifters, in connection with its operation in Hungary, including copyright matters concerning the unified digital radio communication system, EDR TETRA.

- **A US-based agricultural technology company:** Providing regulatory advice to the US-based agricultural technology company, with respect to fertilizers and plant protection products.
- **A major actor in the Hungarian telecommunications sector:** Advising on regulatory matters in the areas of telecommunications, data protection and corporate law.
- **A joint venture company of a Chinese and a Hungarian vehicle manufacturer:** Advising on an intercompany trademark license agreement.
- **A British film production company:** Advising on the local aspects of shooting a film titled 'Song of Names' in Hungary.
- **Confidential Clients:** Providing advice in connection with GDPR compliance matters to several clients, including the **Hungarian subsidiary of a world leading automotive company**, the **Hungarian subsidiary of an American multinational technological manufacturer**, and a **leading provider of advanced diagnostics and cancer care services in Europe**.

Recognition

- *Chambers Europe:* Ranked in TMT in Hungary (Up and coming in 2019, Band 3 since 2020).
- *The Legal 500 EMEA:* Ranked in TMT (since 2019) and in Data Privacy and Data Protection (Rising star since 2020), recommended in Intellectual Property (since 2018) in Hungary.

In the Media

- "Dentons Hungary names new media, telco counsel", *The Budapest Business Journal on the web - bbj.hu*, January 24, 2017

Insights

- "'Producing in CEE' – a guide to film, television and interactive digital media incentive programs ," November 13, 2020
- "Data Protection Newsletter – Hungarian DPA's revised guidelines on body temperature checks ," Dentons Client Alert, October 21, 2020
- "Visual production considerations in the age of COVID-19," Dentons Client Alert, August 6, 2020 (updated on August 14, 2020)
- "COVID-19: Rescue packages for the film industry in Europe (Poland, Hungary, Germany and Italy)," Dentons Client Alert, April 21, 2020
- "COVID-19: Data Privacy Analysis – Country Guides," Dentons Client Alert, March 24, 2020 (updated: August 24, 2020)
- "Economy and job protection measures adopted due to the COVID-19 pandemic (Hungary)," Dentons Client Alert, March 23, 2020
- "Employment and Data Protection requirements in connection with COVID-19," Dentons Client Alert, March 13, 2020
- "GDPR-related regulatory modifications in Hungary," Dentons Client Alert, May 24, 2019

- "Consumer protection and online advertising," *Business Going Digital* online guide, October 2018
- "Hungary defines legal grounds for data processing in the workplace," Dentons Client Alert, February 9, 2017
- "Hogyan járjunk el az interneten jogsértő módon közzétett tartalom esetén?" (How to proceed against online infringement?), *Origo*, February 2, 2017

Activities and Affiliations

Prior and Present Employment

- Tímea Bana is working in association with Dentons Réciczka Law Firm.

Areas of focus

Practices

- Corporate
- Mergers and Acquisitions
- Intellectual Property and Technology
- Environment and Natural Resources
- Compliance
- Internal Investigations
- Privacy and Cybersecurity
- Public Policy and Regulation

Industry sectors

- Technology
- Media, Entertainment and Sports
- Communications
- Regulatory Counseling

Region

- Europe
- Central and Eastern Europe
- Budapest

Education

- University of Westminster, 2003, LL.M.
- Pázmány Péter Catholic University, 2000, JD

Admissions and qualifications

- Bar Association, Budapest, 2008

Languages

- English
- French
- Hungarian