



E-Commerce & E-Business

KG's experienced team is at the forefront of the rapidly evolving e-commerce sector with a dedicated and multidisciplinary team of lawyers eager to grasp the complex matters involved in e-commerce.

Our team provides strategic business-oriented advice to its clients including suppliers retailers franchisees distributors third-party sellers on marketplace websites as well as consumers.

“We support our clients on the legal issues which they face under EU and Greek law when they “go on-line”

We offer our services to both local and international clients including tech giants and we work closely with international law firms on complex and demanding projects arising in the digital ecosystem.

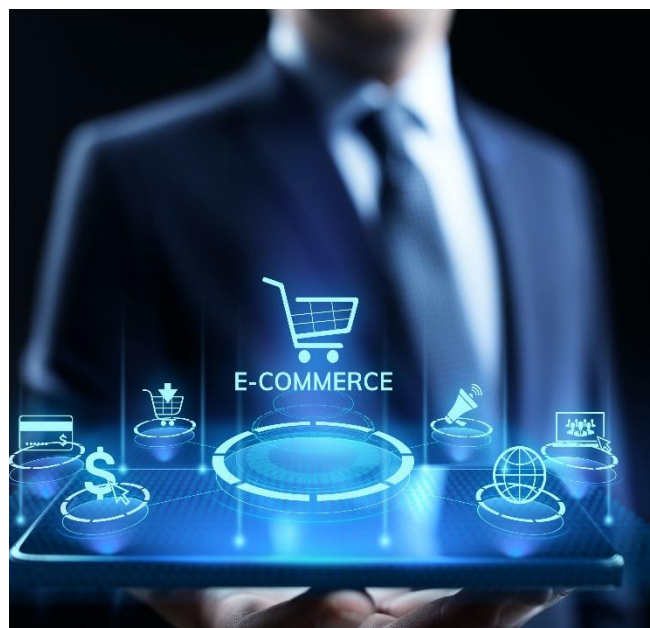
An indicative list of areas in which our E-Commerce & E-Business has been involved in includes:

- E-shop online marketplace – platform set-up
- General regulatory issues
- Data security & privacy compliance
- Drafting of e-commerce contracts
- Web site purchases and sales
- Business e-defamation libel & slander
- Electronic signatures & customer authentication
- Licensing issues
- Copyright infringement & Trademarks
- Domain name protection
- Internet advertising Direct e-mail campaigns
- Cross-border retail sales
- Internet gambling
- Internet pricing policies – e-invoicing
- E-procurement issues
- Consumer protection issues
- Dawn raid awareness and preparedness through training courses
- Intellectual Property compliance & litigation.



Landmark Projects & Work Highlights

- Step by step assistance to leading companies in launching and operating their e-commerce platforms in Greece including licensing issues and regulatory compliance.
- Drafting of Terms and Conditions for numerous websites across a number of industries including some of the largest FMCG retailers in Greece luxury fashion and cosmetic wholesalers and retailers and online intermediation platforms.
- Advising a leading tobacco manufacturer on various regulatory matters related to its e-cigarette products and online sales and marketing arising from its exclusive distribution agreement in Greece.
- Assisted a national company active in the sale of baby food and other special food products in the localization of the T&Cs and Privacy Notice on its e-shop.
- Advised a multinational consumer goods company on its T&Cs and Cookies policy in relation to certain pharmaceutical products .
- Advised a leading toy manufacturer on its T&Cs FAQs Rules & Regulations and Conditions of Use for electronic gift cards.
- Advised a leading e-travel agency in Greece in relation to the correct and compliant use of all third party intellectual property rights use on its website.
- Assisted a well-reputed non-alcoholic beverages producer in the protection of the taglines and advertising campaigns of its products and of all intangible assets related to the respective advertising campaigns in its territories of interest.
- Representing a national company active in in-store and online sales of electrical equipment lighting building technology items and energy management solutions with regard to the unfair use of its trademarks domain name and distinctive title.
- Advised a technology giant regarding the legal framework on comparative advertising and online marketing.
- Drafted and negotiated Internet website agreements terms of use software licenses privacy policies web-hosting and search optimization agreements for a leading global beverages company.
- Review and alignment of the Terms & Conditions of foreign companies with national consumer protection rules.
- Represented e-merchants before civil courts and regulatory bodies regarding consumer protection matters.
- Advised a leading provider of heating cooling ventilation air purification and refrigeration solutions on regulatory issues as well as on compliance with consumer protection rules matters.
- Advice regarding the legal framework for electronic signatures and assistance on which type of signature is suitable depending on the nature of each case.
- Advised a luxury products giant on the sale of these products through its e-shop in Greece.
- Advised a large e-shop selling clothing on their Terms of Use in view of the introduction of the new law of sale and the changes brought about by the incorporation of the Omnibus Directive.
- Advised large company with nail care products regarding the lawful operation of its e-shop from the perspective of Consumer Protection and Sales Law.





At **Kyriakides Georgopoulos (KG) Law Firm** we pride ourselves on being a top choice for clients seeking cutting-edge advice on the most complex e-commerce issues. Our team focuses on keeping our clients up to date with EU and national legislation & jurisprudence while always being hands-on with their assignments. We are well aware of all the challenges of the national e-commerce market both from a legal and a commercial perspective and we offer the most practical solutions promoting our clients' needs without jeopardizing the commercial aspect of each project.

“One team to serve your needs”

Our People

KG Law Firm's E-commerce team is one of the largest and most dedicated multidisciplinary teams of experts in the field of e-commerce and Internet law in Greece. Led by four (4) partners our team handles efficiently the entire spectrum of e-commerce projects by providing continuous legal advice on day-to-day issues ranging from IP and data protection to payment services consumer protection e-commerce & IT matters. Anastasia Dritsa is the Head Partner of KG Law Firm's E-commerce & digital markets sector and is assisted by a number of highly skilled and experienced lawyers with different specializations.

Contact



Anastasia Dritsa
Partner

+30 210 817 1561

a.dritsa@kglawfirm.gr



Full Bio in [Web](#)



Athens

Thessaloniki

