



## Martin Hemmer

*Partner, Attorney-at-law*

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The Netherlands

### Languages

- Dutch
- English

### Admitted to bar

- The Netherlands

### Membership

- the Raad van Advies van het Centrum voor Permanente Educatie (Advisory Council to the Centre of Permanent Education);
- the AIPPI / VIA (Association Internationale pour la Protection de la Propriété Intellectuelle / Vereniging voor Intellectuele Eigendom (Intellectual Property Association));
- the NvviR (Nederlandse Vereniging voor Informatietechnologie en Recht) (Dutch Association for Information Technology and the Law);
- the Vereniging voor Privacyrecht (the Privacy Law Association);
- ITECHLAW;
- the VvRf (Vereniging voor Reclamerecht) (Association for Advertising Law).

### Education

- Radboud University: Dutch Law

### About Martin Hemmer

Martin Hemmer is a partner and attorney-at-law at AKD, specialising in the intersection of law and technology. His areas of expertise include IT, data protection & privacy, (online) media, and innovative intellectual property, encompassing copyright, database law, patent law, and trade secrets. Additionally, he provides advisory services in the field of artificial intelligence.

Martin regularly advises on and litigates ICT matters, such as IT service contracts, database rights infringements, software copyright issues, and implementation failures. He also offers comprehensive privacy advice to (semi-)public organisations and is frequently involved in privacy-related proceedings.

Martin is deeply passionate about the challenging legal landscape of the internet and law, with privacy being a key focus. He regularly publishes on privacy and artificial intelligence and conducts courses and lectures on these topics. He has also been extensively involved in various enforcement projects with the Information Commissioner's Office.

Martin observes that organisations often struggle with managing the growing volume of personal data they handle. While technological advancements present opportunities, they also introduce risks. For instance, emerging technologies like artificial intelligence and big data can re-identify datasets previously thought to be anonymous. Such threats in data processing can significantly impact the responsibilities of the data controller. Moreover, the General Data Protection Regulation (GDPR) allows considerable scope for interpretation, which can create uncertainty. Martin takes pleasure in addressing these complex privacy issues in a practical manner.

Furthermore, Martin handles disputes related to unlawful expressions both online and offline. These issues can lead to conflicts between competitors (such as misleading or unauthorised comparative advertising), between individuals, and between individuals and governments. How far can someone go in using a third party's image or expressing criticism online? Martin can assist in finding answers to these questions.

His clients value Martin for his practical and solution-oriented approach.

**The Legal 500** recognises Martin as a specialist in Information Technology: *"I admire Martin Hemmer for his swift grasp of the full scope of an issue and his clear and precise direction towards a solution."*

**AIM Patent 1000** - the world's leading patent professionals - describes him as: *"A highly skilled patent lawyer with excellent technical insight and impressive knowledge across various fields."*