Online Retail & E-commerce

We increasingly rely on the internet to bring people closer together and allow businesses to market their products and services to consumers from all over the globe. Whether you're a retailer, franchiser, marketplace, distributor or service provider with an online presence or planning to launch one, it is crucial to have a legal team that offers the practical, cost-efficient advice you need to tackle your business' important issues.

BLG's Online Retail & E-commerce team consists of a group of highly experienced lawyers spread across Canada that can help you deploy the right e-commerce strategy and solutions. We understand the regulatory, commercial, tax, corporate and intellectual property issues in this space and advise companies of all sizes and industries on a broad range of topics, including:

- foundational e-commerce agreements, including terms of use, terms and conditions of sale, website development agreements, hosting agreements, PaaS and SaaS license agreements
- privacy and data protection (Canada, GDPR, CCPA)
- online behavioural advertising and marketing
- loyalty programs
- promotional contests
- email marketing (CASL) and other forms of direct marketing
- patents (software and e-business patents), trademarks and copyright
- taxation, including commodity tax and international tax
- cybersecurity
- consumer protection and sale of goods
- international trade and import of goods
- private equity and venture capital
- defamation
- domain name disputes

Experience

- Shopify on an injunction served by RageOn for shutting down the merchant's website due to repeated violation of Shopify's Acceptable Use Policy
- Amazon on multiple labour and employment, privacy, class action and competition law matters
- A global sports good retailer on multiple eCommerce, product regulation, labour and employment as well as real estate matters
- Lightspeed POS, a Montreal-based cloud ecommerce platform in its 3 post-IPO acquisitions
- BDC Capital on its equity investment in Altitude Sports, a web retailer specializing in both urban and outdoor high-end clothing

- BDC Venture Capital and Investissement Québec in the context of their investment in White Star Capital, a transatlantic seed vehicle based in Guernsey investing in start-up companies in the fields of e-commerce, social media, gaming
- An online marketplace and clothing reseller on managing a security incident, preparing the necessary filing to the four Canadian private-sector privacy regulators, and the subsequent privacy class action against the client in Quebec, Canada
- Pitney Bowes Inc. on the sale of its Document Messaging Technologies (DMT) production mail and supporting software business to Platinum Equity for proceeds of approximately US$361 million
- PayBright Inc., one of Canada's leading buy-now-pay-later providers, in connection with its $340 million acquisition by Affirm, Inc., a leading U.S.-based "buy now, pay later" platform.

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

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