Sepideh (Sep) Alavi

Counsel, Knowledge & Innovation

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Cybersecurity, Privacy & Data Protection
Corporate Commercial
Information Technology
Intellectual Property
Technology
StartUp & Grow™

As counsel and thought leader of knowledge & innovation at BLG, Sep is passionate about supporting innovative businesses and revolutionizing the way we live.

With a focus on technology and privacy, Sep provides strategic legal advice while managing risk and developing practical business solutions for organizations across a variety of industries. Clients seek Sep out not only for her broad corporate commercial background but also for her previous experience advising executives and board of directors as in-house counsel for a key player in the transportation industry.

A leader in innovation, Sep drives value and discovers new ways to address challenges in a changing digital world. She applies a mindful approach to law and business and has co-founded creative initiatives to meet the growing legal needs of entrepreneurs, early-stage, and growth-stage companies, as well as women-led start-ups.

Sep writes and speaks with respect to many legal issues.

Sep is a member of BLG's Innovation Team, Driven by Women, is one of the founders of BLG's Startup & Grow™ initiative, and the founder of EmbodyMthd™.

Experience

- Advises clients on compliance with privacy and data protection laws, including in the transactional, cloud computing, outsourcing, information technology, electronic marketing, big data and artificial intelligence context.

- Develops cybersecurity and privacy compliance programs for clients, including data mapping, policies and procedures, impact assessments, incident reporting, access requests, product development, and other related controls.
- Assists clients on complex commercial agreements and international negotiations, including software licensing, supply and service, and intellectual property collaboration agreements.
- Supports client's legal risk mitigation with respect to innovations, including autonomous vehicles, digital twins, and artificial intelligence.
- Advises clients on a broad range of corporate commercial matters, including corporate structuring, corporate governance, mergers and acquisitions, and advertising and marketing.
- Acts as Lead Corporate Counsel for substantial IT contracting matters for one of Canada's largest food and drug retailers and a BC crown corporation.

Insights & Events

- Panelist, "Evolving the Client Relationship: how are legal teams evolving their service models to better collaborate with clients to deliver results?," Canadian Legal Innovation Forum, November 2022
- Author, "Special committee report recommends changes to B.C.'s FIPPA legislation", BLG Article, October 2022
- Author, "Canada's Consumer Privacy Protection Act (Bill C-27): Impact for businesses", BLG Article, June 2022
- Author, "2022 Privacy risk management – Top tips for organizations", BLG Article, May 2022
- Speaker, "Privacy compliance: What you need to know," CCCA 2022 In-House Counsel Bootcamp, February 2022
- Panelist, "Transportation & Supply Chain: A Shift In Movement," BLG In House Counsel Professional Series, September 2021
- Co-author, "Navigating Cybersecurity and Privacy in a COVID-19 World," CCCA, Nov. 6, 2020
- Author, Internet Law Chapter, Canadian Legal Education BC, Annual Review of Law and Practice, Jan 1, 2016 and Jan. 1, 2017
- Panelist, "Business Analytics and Privacy-related Risks," IAPP Canadian Privacy Symposium, May 2016
- Author, CASL - Year in Review, BLG Information Technology Bulletin, Jan. 1, 2016
- Author, "Privacy Breach: Bank Fails to Promptly Advise Credit Bureaus of Inaccurate Personal Information as Mandated by its Privacy Policy," The Law of Privacy in Canada Blog, May 25, 2015

Beyond Our Walls

Professional Involvement

- Member, Biometrics Institute
- Member, Canadian Bar Association
- Member, International Association of Privacy Professionals
- Member, Law Society of British Columbia

Community Involvement

- Advisory Committee Member, RIX Centre for Leadership – Greater Vancouver Board of Trade
- Mentor, Mind, Body, Spirit Centre in British Columbia
- Member, Delta Gamma Alumni Association

Awards & Recognition

- GC Powerlist: Canada Teams 2019, Issued by The Legal 500, January 2019

Bar Admission & Education

- British Columbia, 2013

- JD Law, University of Calgary, 2012
- BA, University of British Columbia, 2009

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 725 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.

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