



## Sepideh (Sep) Alavi

### Counsel

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[Corporate Commercial](#)  
[Information Technology](#)  
[Intellectual Property](#)  
[Technology](#)

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 for her previous experience as in-house counsel and broad corporate commercial background.

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 female-led start-ups.

Sep writes and speaks with respect to many legal issues.

Sep is a member of BLG's Innovation Team 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.

## Insights & Events

- Canada's Consumer Privacy Protection Act (Bill C-27): Impact for businesses
- 2022 Privacy risk management – Top tips for organizations
- 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

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