



François Joli-Coeur

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François Joli-Coeur's practice focuses on privacy and cybersecurity law. He assists clients with:

- complying with Canadian and global privacy and data protection laws (including the California Consumer Privacy Act), in particular issues relating to big data, cross-border data flows, ad tech, and FinTech
- responding to security and cyber incidents, and guiding clients from the investigation to the notification phases
- complying with anti-spam legislation (CASL) and unsolicited telecommunications rules
- complying with consumer protection requirements, including in the context of e-commerce.

François is a frequent speaker on the topics of privacy and cybersecurity and has authored and contributed to various publications pertaining to privacy, cybersecurity and technology law.

Francois is also the national lead of BLG's Artificial Intelligence Group.

Experience

- Has assisted multiple Canadian and international organizations of all sizes in the development of comprehensive privacy compliance programs.

- Has advised various domestic and international clients in the context of data security breaches involving several Canadian jurisdictions, including in investigating and reporting the incident.
- Has assisted clients facing privacy commissioners' investigations.
- Has advised various clients about the legal risks related to the management of personal information, including in the context of online advertising, big data and artificial intelligence projects, cloud computing and outsourcing.

Insights & Events

- Author, "Responsible use of artificial intelligence: Best practices for Canadian asset managers", BLG Article, March 2024
- Author, "Ready for AI: The Conseil de l'innovation du Québec is calling for the adoption of AI legislation", BLG Article, February 2024
- Author, "A day with Women General Counsel Canada and BLG's Driven by Women: Leadership, innovation, driving results and the AI transformation", BLG Article, February 2024
- Author, "Decoding Tomorrow: BLG Primer on AI Governance", BLG Article, December 2023
- Author, "BLG's translation of the Commission d'accès à l'information consent guidelines", BLG Article, November 2023
- Thought Starters, BLG Perspective, September 2023
- Author, "BLG's Submission on the Commission d'accès à l'information Consent Guidelines", BLG Article, July 2023
- Author, "The AIDA companion document: A roadmap for Canada's artificial intelligence law", BLG Article, March 2023
- Author, "New NIST framework provides organizations guidance on AI governance and risk management", BLG Article, March 2023
- Author, "Digital marketing and analytics: Lessons for Canadian retailers using offline conversion tools following Privacy Commissioner's ruling", BLG Article, February 2023
- Author, "Consumer Privacy Protection Act (Canada's Bill C-27): Feedback from industry participants", BLG Article, January 2023
- Author, "The CAI rules on the interpretation of new AI requirements", BLG Article, December 2022
- Author, "4 ways to avoid bias when your HR agency uses AI recruitment tools", BLG Article, December 2022
- Author, "Québec Privacy Law Reform: A Compliance Guide for Organizations", BLG Article, October 2022
- Author, "Adoption du projet de loi n° 64 – Principales exigences pour les organismes publics", BLG Article, July 2022
- Author, "Canada's Consumer Privacy Protection Act (Bill C-27): Impact for businesses", BLG Article, June 2022
- Author, "Bill 19: toward a new legal framework for protecting health information in Québec", BLG Article, December 2021
- Author, "Québec adopts Bill 64 – Key requirements for businesses", BLG Article, September 2021
- Author, "End of clause-by-clause consideration of Bill 64: Where we stand", BLG Article, August 2021
- Author, "End of parliamentary proceedings in Quebec: An Update on Bill 64", BLG Article, June 2021
- Conséquences sur les entreprises des projets de loi 64 et C-11 sur la protection des renseignements personnels, BLG Video, April 2021
- Co-author, ["Revue des décisions marquantes de l'année 2020 en matière de vie privée et de protection des renseignements personnels."](#) 33-2 Les Cahiers de propriété intellectuelle 762, 2021
- Trends to watch in 2021 – Privacy: issues in a hyper-connected world, BLG Perspective, January 2021

- Author, "Canada's Consumer Privacy Protection Act: Impact for businesses", BLG Article, November 2020
- Author, "Canada privacy law – What U.S. businesses need to know", BLG Article, August 2020

Beyond Our Walls

Professional Involvement

- CIPP/C Advisory Board Member, International Association of Privacy Professionals
- Board member and editorial board member, Les Cahiers de la propriété intellectuelle

Community Involvement

- Member of the Board, L'inis – L'institut national de l'image et du son

Awards & Recognitions

- Recognized in the 2024 edition of *The Best Lawyers in Canada* (Privacy & Data Protection).
- Recognized in the 2024 edition (and since 2020) of *Chambers Canada* (Privacy & Data Protection (Nationwide - Canada))
- Recognized in the 2023 edition of *The Canadian Legal Lexpert® Directory* (Data Protection & Privacy)
- Recognized in the 2023 edition of *Lexpert Special Edition: Technology and Health Sciences*

Bar Admission & Education

- Ontario, 2022
- California, 2017
- Québec, 2010
- Certified information privacy professional (CIPP/C, CIPP/EU and CIPP/US), International Association of Privacy Professionals
- Graduate degree (DESS) in e-business, HEC Montréal, 2017
- LL.M., Law & Technology, University of California, Berkeley, 2014
- LL. B., Université de Montréal, 2009

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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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