

About

Alexandre Jotterand specializes in the management of **data** and **technology**.

He assists companies, innovative startups, and healthcare & life science providers navigate the complexity of these fields, both from a legal, regulatory and management perspectives. His fields of expertise include AI, IT, advanced & frontier technologies, privacy/data protection laws (Swiss law and GDPR), cybersecurity, life science, as well as intellectual property & open source. He is also experienced in the fields of commercial transactions and corporate matters.



Practice Areas

AI, Advanced Technologies & Innovation
Data Protection, Privacy & Cybersecurity
IT, Outsourcing & XaaS Solutions
Life Sciences & Health
Intellectual Property
Open Access & Open Source
Arts, Media & Digital Marketing
Entertainment & Sponsoring
Unfair practices
Corporate and commercial law
Commercial Contracts

Experience & Career

2023 Partner at id est avocats
2021 Senior Associate at id est avocats
2018 Associate at id est avocats
2016 Associate at Borel & Barbey
2014 Trainee at Borel & Barbey
2012 Student Internship at Homburger

Education

2024 Certified AI Governance Professional AIGP (IAPP)
2024 Certified in Cybersecurity (ISC2)
2020 Certified CIPP/E and CIPM (IAPP)
2018 WIPO (World Intellectual Property Organization) trainings in Patent Law, Trademark Law and Software Licensing
2013 MLaw, University of Geneva and Basel (*summa cum laude*)
2013 Certificate of Transnational law, Duke University School of Law
2012 Bachelor of Laws (LLB), University of Geneva

Memberships / Collaborations

Member of the Board of the Swiss Data Protection Officers Association (ASDPO)
Member of the Digital Trust Expert Group for the Swiss Digital Initiative
Member of the Licensing Executives Society (LES-CH)
Member of the Geneva Association of Business Law (AGDA)
Member of the ASA (Swiss Arbitration Association) below 40

Selected Publications & Presentations

Publications

Les enjeux juridiques des projets de numérisation (*The legal challenges of digitization projects*) in Expert Focus, February 2025

Un communiqué de presse pas si anonyme que ça... (*A not so anonymous press release.*) in Swissprivacy, 7 June 2024

Clearview AI c. ICO : le tribunal a-t-il étendu ou restreint le champ d'application du RGPD? (*Clearview AI c. ICO : Has the court extended or restricted the scope of the GDPR?*) in Swissprivacy, 3 November 2023

Using Health and Clinical Data to Train Algorithms and AI Models, in Life Science Recht August 2023

Des données personnelles pseudonymisées transférées à un tiers deviennent-elles anonymes? (*Does pseudonymized personal data transferred to a third party become anonymous?*), in Swissprivacy, 13 June 2023

Contrats cloud : qualification, gestion des données et sortie de la relation (*Cloud contracts: characterization, data management and exit*), in L'informatique en nuage, Stämpfli 2022, pp. 1 à 33

Personal Data or Anonymous Data: where to draw the lines (and why)?, in Jusletter, 15 August 2022

Les communications numériques de l'avocat avec son client: quels outils en 2022 (*Lawyer-clients communications: which tools in 2022?*), in Revue de l'avocat 04/2022

La réutilisation de données publiques à des fins de recherche (*The reuse of public data for research purposes*), in Swissprivacy, 24 March 2022

Recherche sur l'être humain et données personnelles. Gestion des échanges et répartition des responsabilités (*Research on humans and data protection. Managing data exchanges and responsibilities*), in Jusletter 30 August 2021, with F. Erard

Conseils pratiques pour la mise en place d'un programme de gestion de la protection des données (*Practical tips for the implementation of a data protection management program*), in Swissprivacy, 30 August 2020, with Juliette Ancelle

Jotterand A., Les contrats de création de sites internet (*Website Development Agreements*), in Magister Edition Weblaw 2013

In the Press

Yannick Chavanne, Chatbots qui «hallucinent» et trompent les clients: quelle responsabilité légale?, in ICTJournal, 27 February 2024

LPD révisée: «accountability» et responsabilisation des entreprises, in ICT journal September 2023

Sophie Marenne, Banques privées: objectif cloud, in l'AGEFI, 2 June 2023

Joan Plancade, Le métavers, ce Far West juridique, in Bilan, 6 January 2022

Protection (et fuites) des données: quelle responsabilité pour les collectivités? (Data Protection and Data Breaches: what responsibility for public entities?), in Le Temps, 25 October 2021

Les données personnelles: de l'eldorado à la marée noire (Personal data: from the El Dorado to the oil spill), in Le Temps 11 July 2019

Airbnb: le Conseil fédéral s'empare du dossier, in Le Temps, 18 December 2017, with A.S. Collomb

Réforme Swissness : une belle croix pour un beau produit, in Le Temps, 13 September 2016

Wi-Fi gratuit et ouvert au public: le titulaire est-il responsable ?, in Le Temps, 20 July 2016

Lectures and Presentations

Trainer for the IAPP officially accredited trainings for the Certified Information Privacy Manager (CIPM) and Certified Information Privacy Professional/Europe (CIPP/E) certifications, the global industry standards in privacy programme management and european data protection laws.

Regular lecturer since 2019 at the CAS Digital Finance Law, University of Geneva, presentation on "*Data Protection and Cybersecurity: Key Stakeholders*"

Lecturer and expert for the CAS in Biobanking, University of Geneva, presentation on "*application laws and regulations (HRA/FDPA/Consent Documentation*" and *Sharing samples and data (MTA/DTA)*", 2024

Regular lecturer since 2019 at the Innosuisse – Business Concept Course, presentation on "*Intellectual Property protection, Legal overview and group work*"

Lecturer at the EU Business School, responsible for the seminar entitled "*Legal Aspects In Digital Business*" (2 ECTS), Fall 2021

Lecturer at (since 2021) and seminar director for (since 2022) the annual ExpertSuisse seminar on blockchain, NFT and metaverse, presenting on various topics (personal data protection in a decentralized ecosystem; IP and legal issues relating to NFTs, etc.)

Lecturer and co-manager of the conferences cycle jointly organized by the CLUSIS and ASDPO on the new Swiss Federal Data Protection Act (throughout the year 2023)

Regular lectures since 2022 for the Trust4SMEs program organized by Trust Valley on technology and data protection, including data protection (2022), cybersecurity management (March 2023), SLA agreements (November 2023)

Regular speaker on artificial intelligence at various conferences and events, including:

- Toward a responsible use of AI in public administration, as part of the eGovernment Symposium Romand (April 2024)
- Artificial Intelligence for the Art Market, as part of the RAM Annual Conference (January 2024)

- Interplay of Artificial Intelligence and Data Protection at the AI for Security and Privacy Symposiums organized by [Idiap Research Institute](#) (October 2023)
- Artificial Intelligence in the Context of Human Resources, as part of the Innov'RH conference organized by [Jobcampaign](#) (October 2023)
- Artificial intelligence and data protection, as part of the DPO formation organized by the University of Geneva (May 2023)

Lecturer for the course on the new Federal Data Protection Law organized by the Federation Romande des Entreprises (FER) and Satom IT Learning Solutions repeatedly in 2023 and 2024

Speaker on legal aspects of smart contracts at an event organized by the Groupe Romand de l'Informatique (GRI), September 2022 [[press coverage](#)]

Speaker on data protection at the the Journées de formation continue de la Fédération Suisse des Avocats (*Professional Development Days of the Swiss Bar Association*), September 2022

Speaker at Swiss IT Forum : Table ronde sur la nouvelle OPDo (*Round Table on the revised Ordinance on Data Protection*), September 2022

Speaker at the event on Data Protection Impact Assessments co-organized by the Swiss DPO Associations (ASDPO) and the International Association of Privacy Practitioners (IAPP), June 2022

Speaker on Stratégies cloud – les risques juridiques (Cloud strategies – the legal risks), CEDIDAC, University of Lausanne, March 2022

Speaker at the Jeune Barreau du canton de Vaud in October 2021, presentation on "*Data protection, the lawyers' reflexes*"

Speaker at the Haute école de gestion of Geneva | Executive MBA in December 2020, presentation on "*Digital presence / data protection aspects*"

Speaker at the University of Fribourg on December 2020, presentation on "*Digital Marketing / Selected legal considerations*"

Speaker on *e-identity* at Center for Digital Trust of EPFL (C4DT), February 2020

Speaker at the ExpertSuisse seminar, on January 2020, presentation on "*Electronic Document Management and Electronic Archiving, the lawyer's viewpoint*"

Lecturer at the International Institute of Management in Technology (iimt), University of Fribourg, in November 2019, presentation on "*Data Protection & Compliance*"

Speaker at the Chamber of Commerce and Industry of Fribourg in December 2018, presentation on "*Digital marketing in B2B: a performance lever for SMEs - GDPR: its challenges and points of vigilance*"

Recommendations and Accolades

Ranked as "Next Generation Partner" in in Data Privacy and Data Protection by Legal500, 2023. Also recommended in Intellectual Property & TMT, Legal500, 2023

'Stand-out partners: Michel Jaccard and Alexandre Jotterand. They stand out because they manage to make complex issues simple to understand and to tackle, find solutions that are practical and easy to apply and are very accessible.'

Ranked as « Rising Star » in Data Privacy and Data Protection by Legal500, 2022

'Alexandre Jotterand demonstrates a brilliant mind and great intelligence in meeting the needs of his clients. His in-depth knowledge of data protection and new technologies makes him one of the best lawyers in the field in Switzerland.' (Legal500 EMEA 2022)