

About

Alexandre Jotterand specializes in **technology** and **digital innovation**. He advises public and private sector actors, including regulated entities and innovative organizations, on the legal and strategic dimensions of technology deployment. His expertise spans advanced and frontier technologies (AI, Blockchain, FinTech, HealthTech, MedTech), IT law, data governance and privacy (Swiss and EU law), cybersecurity, life science, intellectual property and open source, as well as complex commercial transactions.

His practice includes structuring and negotiating complex contractual arrangements, advising on public procurement procedures in the tech sector, and representing clients in technology-related litigation, enforcement actions, and regulatory disputes—offering comprehensive legal support across the lifecycle of digital initiatives and the resolution of high-stakes issues involving technology and data.

He is admitted to practice before all Swiss courts and holds a bilingual (French-German) Master of Law (MLaw, *summa cum laude*) from the Universities of Geneva and Basel. He is certified in artificial intelligence governance (AIGP-IAPP), data management (CIPM-IAPP), privacy (CIPP/E-IAPP) and cybersecurity (CC-ISC2).

Alexandre is also actively involved in shaping the future of digital law and governance. He is a board member of the Swiss Data Protection Officer Association (ASDPO), and serves as the Swiss Chapter Chair for the International Association of Privacy Professionals (IAPP). He has been appointed to the European Data Protection Board (EDPB)'s *Support Pool of Experts* and contributes as an independent expert to the development of the *first General-Purpose AI Code of Practice* under the EU AI Act.

He also regularly publishes scientific papers and blog posts, and speaks at academic and industry events across his areas of expertise (see list below).



Practice Areas

AI, Advanced Technologies & Innovation
Data Management
IT, IP, Outsourcing, Tech Licensing
Life Sciences & Health

Public Procurement
Tech/IP/Data Litigation
Corporate and Commercial law
Commercial Contracts

Experience & Career

- 2025-** Switzerland Chapter Chair, International Association of Privacy Professionals (IAPP)
- 2023-25** Member of the Digital Trust Expert Group, *Swiss Digital Initiative*
- 2023-** Partner at id est avocats
- 2022-** Board member of the *Swiss Data Protection Officers Association* (ASDPO)
- 2018-22** Associate, then Senior Associate at id est avocats
- 2014-18** Junior Associate, then Associate at Borel & Barbey

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 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

Neurosights in Switzerland – Hype or Need? Mental Privacy and Integrity in the Age of Neurotechnology, Jusletter, 9 September 2025

(Non-Personal) Data Sharing in Switzerland in sic! Revue du droit de la propriété intellectuelle, de l'information et de la concurrence, September 2025

Deploying AI Systems in the Financial Sector – Assessing FINMA's Practice in the Light of International Developments, in SZW/RSDA 02/2025, April 2025

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

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

In the Press

Google condamnée à dédommager 100 millions d'utilisateurs pour avoir collecté leurs données at RTS Forum, 4 September 2025

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

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

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'el dorado 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

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

- Managing AI in an Organization, CEDIDAC (September 2025)
- AI and Accountability, University of Geneva (May 2025)
- CAS Artificial intelligence in medical imaging, HES-SO Geneva (April 2025)
- Building Trust in the Age of Artificial Intelligence, WAVE/IBM (March 2025)
- AI in the Banking Industry, Association of Foreign Banks in Switzerland (October 2024, January 2025)
- AI in the Clinical Practice, HUG (Geneva University Hospital) (December 2024)
- Challenges and Opportunities for AI in the Banking Sector, ISFB (October 2024)
- 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)

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.

Panelist during the *Venice Privacy Symposium* panel on anonymization, pseudonymization and synthetic data, 2025

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 (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.)

Regular lectures since 2022 for the *Trust4SMEs program* organized by Trust Valley on technology and data protection, including data protection, cybersecurity management, and SLA agreements.

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

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)

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

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

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"

Recommendations and Accolades

Ranked by Chambers and Partners in TMT (*Up and Coming*) and by Legal500 in Data Privacy and Data Protection (*Next Generation Partner/Rising Star*). Also recommended in Intellectual Property & TMT.

'Alexandre Jotterand is highly skilled in technology-related law and data protection. He consistently meets deadlines and delivers high-quality work.' (Legal 500, 2025)

'Alexandre Jotterand is very well versed in all tech aspects and has a deep understanding of the various sub-fields (AI, cloud tech, software development, open source licensing, etc.), which places him in a perfect position to advise on these topics.' (Legal 500, 2025)

"Alexandre Jotterand is especially strong and manages to stay up to date in technology law." (Chambers 2025)

'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)

"Alexandre Jotterand's advice and recommendations have significant added value for me. I am very satisfied with the relationship and service provided by him." (Chambers 2025)

'Alexandre Jotterand has extensive knowledge on data protection and can already provide enough information over the phone to consolidate a good legal question. The work produced exceeds expectations, even on difficult tasks.' (Legal 500, 2025)

"It is a pleasure working with Alexandre Jotterand. I can only strongly recommend him and I am looking forward to collaborating with him again." (Chambers 2025)

"Alexandre Jotterand is responsive to our requests and looks for alternative solutions." (Chambers 2025)