



# DATA ASSETS: PROTECTING AND DRIVING VALUE IN A DIGITAL AGE

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Legal Briefings

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We assess the key legal factors for businesses developing data commercialisation playbooks

In our latest briefing we explore the key legal considerations for organisations looking to develop or refine a data commercialisation strategy.

Faced with the exponential rise of data as an asset class in its own right, organisations are now taking a fresh look at the data that are available or accessible to them and the ways in which the value of those data can be safeguarded, unlocked and maximised. Data have become a strategic and valuable asset for many organisations but protecting and exploiting that asset is not always simple.

This article considers data as an asset, how they can be used effectively and how to minimise associated legal risks. It explores key legal considerations for organisations looking to develop or refine a data commercialisation strategy, including in respect of:

- the concept of so-called data “ownership”;
- intellectual property rights;
- contractual rights;
- information governance;
- competition law; and
- corporate transactions.

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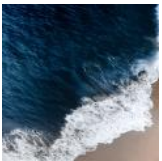
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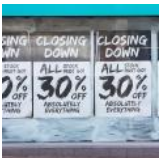


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# KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



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