

## Vienna *Juristengespräche* - “Big Data - legal challenges ahead”

Vienna, 28.02.2017. bpv Hügel, devoted its 19th Vienna *Juristengespräche* which took place last Friday to Big Data and its legal challenges. High-profile speakers talked about the many opportunities and legal risks Big Data may bring about. Also the legal and economic background as well as several cases have been discussed.

"Big Data is one of the dominant global topics of innovation. However, as far as Big Data applications relevant to businesses are concerned, there are still many open questions about the legal framework and the commercial potential," says Dr. Sonja Dürager, partner at bpv Hügel. Data protection and data security, but also compliance or antitrust issues have to be considered in this context. The question also arises about the value of Big Data and its monetization. Many industries are affected, from marketing through the automotive sector to e-health. Dr. Dürager continues: "In the discussions, it became clear that Big Data is no longer just a technology topic, but concerns all business areas."

As every year, the symposium was accompanied by several social events. The highlight was again the Viennese lawyer's ball, following a champagne reception at the Ephesus Museum, where all guests had the opportunity to tune into the atmosphere of the Viennese Hofburg, as the traditional venue of the ball. Up to 80 guests participated in the programme of the 19th Wiener *Juristengespräche*.

### About bpv Hügel

bpv Hügel Rechtsanwälte GmbH is one of Austria's leading law firms. The firm is frequently called upon in matters that require specialized legal knowledge, an understanding of commercial matters and extensive experience. The full-service law firm is represented in Austria with offices in Vienna, Mödling and Baden. bpv Hügel operates an office in Brussels and is also member of the alliance "bpv Hügel" with law firms in Bratislava, Bucharest, Budapest, and Prague.

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