



Lowri Morgan-Macdonald

Associate

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ABOUT

Lowri joined Acuity in January 2019 after training and qualifying with BDB Pitmans LLP in Reading.

She is an experienced commercial, technology, IP, and data protection lawyer who regularly advises a wide range of clients in a variety of sectors including technology, telecoms, medtech, life sciences, hospitality and leisure, software, and universities.

Her work includes drafting and advising on software licence, development and reseller agreements, software as service agreements, intellectual property assignments and licences, supply and distribution agreements, collaboration and consortium agreements, and studentship agreements.

Lowri also has particular expertise in data protection and privacy and regularly advises clients on their data protection compliance and strategy including by assisting with data mapping and audit exercises, drafting privacy and data protection policies, drafting and advising on data processing and sharing agreements, and international transfers, and assisting clients in responding to data breaches and subject access requests.

EXPERTISE

- Terms and conditions
- Supply of goods and services agreements
- Software licensing, development and support agreements
- Software as a service agreements
- Agency, introducer and distribution arrangements
- IP licences
- Data protection
- Corporate transactions

WORK

- Drafting supply agreements and terms and conditions for businesses and consumers in the technology, IT, retail, utilities, health and fitness and travel sectors
- Advising on and drafting software as a service agreements for providers of recruitment and project management platforms
- Drafting a suite of outsourcing documentation for an award-winning provider of IT solutions
- Providing ad-hoc commercial and data protection advice to a leading international marketing agency specialising in the technology and IT sectors
- Providing regular advice and assistance to a large utility company in relation to its commercial contracts including terms and conditions, collaboration agreements, research and development agreements and non-disclosure agreements
- Assisting businesses in complying with their obligations under the GDPR by carrying out data audits, identifying necessary remedial actions and drafting and/or updating documents such as privacy notices, data processing agreements and data protection policies
- Assisting on share sales and acquisitions for large IT managed service providers