

## Daiga Grunte-Sonne

Director, Advokat (Copenhagen)



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### Practice areas

[IP](#)

[Information Technology](#)

[Data protection](#)

[ESG - Environmental, Social  
and Governance](#)

Daiga Grunte-Sonne specialises in data protection, marketing, consumer and IP law. She is internationally certified in European data protection law (CIPP/E).

Daiga works with all aspects of data protection law in all industries, offering advice on i.a. the rules on consent, the requirements for legitimate processing, the use of personal data for specific purposes, the negotiation of data processing agreements, and issues in relation to third country transfers.

In addition, she frequently leads large compliance projects for clients. She assists i.a. in drafting and implementing binding corporate rules (BCR), handles privacy law issues in transactions, and offers legal assessments on the complex issues that may arise when data protection law intersects with other areas of the law, including the rules applying in the health or financial sectors.

Daiga also works broadly with marketing and consumer law aspects within all business sectors, including the rules governing spam, misleading marketing, social media marketing, environmental marketing, loyalty schemes, price marketing, online sales, and fair trading practices. She is an experienced adviser on issues that involve both marketing law and other legal areas such as data protection, food regulation, and the rules governing health services.

Clients often seek her advice on their use of cookies and similar technologies, data pooling, tracking, targeted advertising based on online behaviour, profiling and profiling agreements, and exchange of data between the parties.

Finally, she advises on IP law issues such as product imitations, use of business identifiers, trademark rights and certain design right and copyright issues.

Daiga is always looking for solutions that are commercially and practically useful, allowing easy implementation of the regulatory requirements in client's business.

## Ratings

Daiga is rated as "key lawyer" in [Legal 500](#).

## Background

### Career

- Kromann Reumert, 2009-
- Director, Kromann Reumert, 2020
- Senior Attorney, Kromann Reumert, 2018

### Education

- Admitted to practise law 2014
- Master of Laws (*cand. jur.*), University of Copenhagen, 2011
- Bachelor of Arts with major in Electronic Media, the International University Concordia Audentes in Tallinn, Estonia, 2004

### Languages

- English
- Latvian
- Russian

### **Activities**

- Certified International Privacy Professional/Europe (CIPP/E)
- Member of the Danish Data Protection Society
- Member of IAPP (International Association of Privacy Professionals)
- Speaker and lecturer on topics within marketing law and personal data law