



Clara-Ann Gordon

Partner, Attorney-at-law, LL.M.

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Languages

German, English

Expertise

Clara-Ann Gordon is specialized in the areas of TMT/Outsourcing, data privacy, internal investigations/e-discovery and compliance.

She regularly advises clients in the above areas on contractual, governance/compliance and other legal matters, represents clients in transactions and before the competent regulatory and investigating authorities as well as before state courts, arbitral tribunals and in mediation proceedings, renders opinions on critical regulatory and contract law topics in the said industry-specific areas.

Clara-Ann Gordon has advised on and negotiated a broad range of national and international IT, software and outsourcing transactions (also in regulated markets), has represented clients in technology related court proceedings and international arbitration and is experienced in data protection and secrecy laws, white collar investigations and e-discovery, telecom regulations (including lawful interception), e-commerce, and IT law.

Clara-Ann Gordon regularly publishes in the field of technology (ICT) and frequently speaks at national and international conferences on emerging legal issues in technology law. Accordingly, she is a member of several ICT focused professional associations, such as ASUT, DGRI, IAPP, IBA (Technology Law Committee) and ITechLaw.

Clara-Ann Gordon is regularly quoted by Chambers, Legal 500, Best Lawyers, Who's Who Legal, EuroMoney's Guide to leading Information Technology Lawyers, WIPR, Women in Business law and Leaders League. Clara-Ann Gordon is recognised as a Thought Leader in the areas Data Privacy & Protection, Data Security and Information Technology by Who's Who Legal 2022 and as Lawyer of the Year 2021 for Data. In addition, Clara-Ann Gordon won the ILO Client Choice Award for "IT & Internet Switzerland" in 2016. She is former Chair of the IBA Technology Law Committee, former IBA LPD Council Member, current officer with the IBA Women Lawyers Interest Group, chair of the IBA Online Services Committee, member of the Board of Directors of ITechLaw, a member of the INTA Enforcement Committee, an IT mediator/arbitrator and president of ITDR - Institute for IT and Data Dispute Resolution; former co-chair of IAPP Basel/Zurich KnowledgeNet Chapter and a member of the programme commission ICT – Recht und Praxis – of the Europa Institute at the University of Zurich and member of the Legal Chapter of the Swiss-American Chamber of Commerce.

Technology

Compliance

Corporate / M&A

Career

2016	Partner, Niederer Kraft Frey
2009	Partner at a major Swiss law firm
2003	Associate at a major Swiss law firm
2001	Secondment at Diogenes Verlag
2000	Secondment at ABB
1998	Associate at a major Swiss law firm

Education

2017	CEDR Accredited Mediator
1998	LL.M., (IP) Queen Mary & Westfield College, London
1997	Admitted to the Bar, Canton of Berne (Rechtsanwältin)

Experience

The following is a selection of recent public cases in which Ms Gordon acted as counsel to:

- CGS Management on the acquisition of Kalt Maschinenbau AG
- Tokio Marine Holdings on the divestment of reinsurance subsidiaries
- Nordic Capital on the acquisition of a majority stake in the Swiss software company BOARD International SA
- Actelion in its tender offer to Johnson & Johnson and demerger of R&D operations
- LafargeHolcim in an outsourcing project (cloud)
- The Body Shop in connection with its franchise agreements and set-up of online shop TNT in data protection related matters
- Worldwebforum in connection with all contracts for the conference
- Microsoft in bringing the first insurance company in Switzerland into the cloud
- An American manufacturer and marketer of prestige skincare, makeup, fragrance and hair care products in connection with data privacy and anti-bribery compliance program
- A major Swiss publishing house in its joint venture with Swiss broadcasting corporation SRG and Swisscom
- World Business Council for Sustainable Development on the licensing of an online database of Environmental Product Declarations for concrete
- A large US telecom provider regarding compliance with lawful interception provisions in Switzerland and negotiations with Swiss authorities (Post and Telecommunications Surveillance Service – PTSS)
- A multinational technology company in leading the team regarding an internal investigation in connection with bribery allegations
- A Swiss bank in proceedings before UK High Court (blocking statutes and data privacy)
- A German Incubator in the roll-out of its e-commerce businesses in Switzerland

- A French apparel manufacturer and lifestyle brand regarding the implementation of its ERP fashion platform

Publications

- Clara-Ann Gordon, Co-Author DSG Kommentar September 2023
- Clara-Ann Gordon, Mediation bei IP-Streitigkeiten? Konfliktlösung statt "Recht haben" im IP-Bereich, in: sic! Zeitschrift für Immaterialgüter-, Informations- und Wettbewerbsrecht 7-8 2022
- Clara-Ann Gordon, Thomas A. Frick, Getting the Deal Through - Fintech 2022, in: Fintech 2022, Law Business Research, July 2021
- Clara-Ann Gordon, Andrés Gurovits, AI, Machine Learning & Big Data: Switzerland 2021, in: Global Legal Insights, 3rd Edition
- Clara-Ann Gordon, Chambers Global Practice Guide 2021, Switzerland: TMT, in: Chambers Global Practice Guide 2021
- Clara-Ann Gordon, Thomas A. Frick, Getting the Deal Through - Fintech 2021, in: Fintech 2021, Law Business Research, August 2020
- Clara-Ann Gordon, Legal 500 Country Comparative Guide: Switzerland: TMT in: The Legal 500, TMT Country Comparative Guide, 4th Edition, 2020
- Clara-Ann Gordon, Andrés Gurovits, AI, Machine Learning & Big Data: Switzerland 2020, in: Global Legal Insights, 2nd Edition, 2020
- Clara-Ann Gordon, Andrés Gurovits, The risk-based approach under the GDPR and Swiss data protection laws, in: The In-House Lawyer, Spring Edition 2020, pp. 90-91
- Clara-Ann Gordon, Andrés Gurovits, Cybersecurity - A practical cross-border insight into cybersecurity work, in: The International Comparative Legal Guide (ICLG) to Cybersecurity 2020, A practical cross-border insight into cybersecurity work; 3rd Edition
- Clara-Ann Gordon, Thomas A. Frick: FinTech 2020 Switzerland, in Lexology P.156-162
- Clara-Ann Gordon, Andrés Gurovits, The risk-based approach under the GDPR and Swiss data protection laws, in: The In-House Lawyer, Spring 2019
- Clara-Ann Gordon, Andrés Gurovits, Cybersecurity 2019 - A Practical Cross-Border Insight Into Cybersecurity Work, in: The International Comparative Legal Guide (ICLG) to Cybersecurity 2019, A practical cross-border insight into cybersecurity work; 2nd Edition
- Clara-Ann Gordon, Der risikobasierte Ansatz im neuen EU- und Schweizer Datenschutzrecht, in: SJZ 114 (2018) Nr. 7, p. 162 et seq. (6 Pages; 429 kb)
- Clara-Ann Gordon, Andrés Gurovits, Cybersecurity 2018 - A practical cross-border insight into cybersecurity work, in: The International Comparative Legal Guide (ICLG), 2018, P. 164-170
- Andrés Gurovits, Clara-Ann Gordon, The Technology, Media and Telecommunications Review: Switzerland, in: The Technology, Media and Telecommunications Review, 2017, P. 321-436
- Clara-Ann Gordon, Andrés Gurovits, Update on the Revision of the Swiss Data Protection Act – Draft Specifies New Duties, Online Publication, <http://www.nkf.ch>, 27 September 2017
- Clara-Ann Gordon, Patentschutz und zukünftige Trends beim Cloud Computing, in: Jusletter, 7. August 2017
- Clara-Ann Gordon, Andrés Gurovits, Revision of the Swiss Data Protection Act – New Duties for Companies Doing Business in Switzerland, Online Publication, <http://www.nkf.ch>, 22 December 2016

NIEDERER KRAFT FREY

- András Gurovits, Clara-Ann Gordon, The Technology, Media and Telecommunications Review: Switzerland, in: The Technology, Media and Telecommunications Review, 2016, P. 242-448
- Clara-Ann Gordon, Daten aus Selbstvermessung, in: digma, Zeitschrift für Datenrecht und Informationssicherheit, Heft 2, Juni 2016, S. 70-75
- Clara-Ann Gordon, Outsourcing 2016 – Switzerland, in: ICLG The International Comparative Legal Guide to: Outsourcing 2016, 1st Edition
- Clara-Ann Gordon, Datenschutz im Wandel – Neueste Entwicklungen in der Schweiz und international, in: Factsheet Schrodgers Wealth Management
- Clara-Ann Gordon, Phillip Schmidt, Data Protection 2016 - Switzerland, 3rd Edition, in: The International Comparative Legal Guide to Telecoms, Media & Internet Laws & Regulations, Switzerland, in: The International Comparative Legal Guide to Telecoms, Media & Internet Laws & Regulations, 2016 edition, <http://www.iclg.co.uk/practice-areas/telecomsmedia-and-internet-laws/telecoms-media-andinternet-laws-and-regulations-2016>
- Clara-Ann Gordon, Phillip Schmidt, A practical cross-border insight into telecoms, media and internet laws and regulations, in: The International Comparative Legal Guide Switzerland, Telecoms, Media & Internet Laws & Regulations 2016, 9th Edition
- Clara-Ann Gordon, Michael Reinle, Data Protection 2015 - Switzerland, 2nd Edition, in: This article appeared in the 2015 edition of The International Comparative Legal Guide to: Data Protection; published by Global Legal Group Ltd, London. www.iclg.co.uk
- Clara-Ann Gordon, Michael Reinle, Hidden video recording by television journalists, in: International Law Office, (www.internationallawoffice.com) April 2015
- Clara-Ann Gordon, Michael Reinle, Overriding public interest justifies quotation of confidential official information, in: International Law Office, www.internationallawoffice.com, London 2015
- Clara-Ann Gordon, Optimierung des Urheberrechtsschutzes, in: Conrad Weinmann/Peter Münch/Jürg Herren (Hrsg.), Schweizer IP-Handbuch, Intellectual Property – Konzepte, Checklisten und Musterdokumente für die Praxis, Basel 2013, S. 5
- Clara-Ann Gordon, Michael Reinle, Denial of protection of journalist's source, in: International Law Office, (www.internationallawoffice.com), London 2014
- Clara-Ann Gordon, Michael Reinle, Illegal raid at journalist's home, in: International Law Office, (www.internationallawoffice.com), London 2014
- Clara-Ann Gordon, Michael Reinle, Data Protection 2014 – Switzerland, in: ICLG / The International Legal Comparative Guide, London 2014, <http://www.iclg.co.uk/practice-areas/data-protection/Data-Protection/switzerland>
- Clara-Ann Gordon, Michael Reinle, Violation of personality rights in tabloid newspaper photomontage, in: International Law Office, (www.internationallawoffice.com), London 2014
- Clara-Ann Gordon, Michael Reinle, Defamation in the Web 2.0 environment - what are the remedies?, in: International Law Office, (www.internationallawoffice.com), London 2014
- Clara-Ann Gordon, Michael Reinle, Television viewing figures drama ends, in: International Law Office, (www.internationallawoffice.com), London 2013
- Clara-Ann Gordon, Carmen De La Cruz, Recht im Spiegel der NZZ, Eine Revision durch die Hintertür, in: NZZ Nr. 184 10.08.2011, S. 9
- Clara-Ann Gordon, Direkte Klage beim oberen Gericht, Art. 8, in: Gehri Myriam A./Kramer Michael (Hrsg.), ZPO Kommentar, Schweizerische Zivilprozessordnung, 1. Auflage 2010, 2. Rate

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- Clara-Ann Gordon, Einzige kantonale Instanz, Art. 5, in: Gehri Myriam A./Kramer Michael (Hrsg.), ZPO Kommentar Schweizerische Zivilprozessordnung, 1. Auflage 2010, 2. Rate
- Clara-Ann Gordon, Gericht bei Streitigkeiten aus Zusatzversicherungen zur sozialen Krankenversicherung, Art. 7, in: Gehri Myriam A./Kramer Michael (Hrsg.), ZPO Kommentar, Schweizerische Zivilprozessordnung, 1. Auflage 2010, 2. Rate
- Clara-Ann Gordon, Handelsgericht, Art. 6, in: Gehri Myriam A./Kramer Michael (Hrsg.), ZPO Kommentar, Schweizerische Zivilprozessordnung, 1. Auflage 2010, 2. Rate
- Clara-Ann Gordon, Zuständigkeit der Gerichte und Ausstand, sachliche und funktionelle Zuständigkeit, Art. 4-8, in: Gehri Myriam A./Kramer Michael (Hrsg.), ZPO Kommentar, Schweizerische Zivilprozessordnung, Zürich 1. Auflage 2010, 2. Rate
- Clara-Ann Gordon, Handel mit Secondhand-Volumenlizenzen - auch ohne Zustimmung des Urhebers zulässig?, in: sic!- Zeitschrift für Immaterialgüter-, Informations- und Wettbewerbsrecht, S. 758-763
- Clara-Ann Gordon, Robert G. Briner, Haftung von Internet Providern – Den Sack schlagen, den Esel meinen, in: NZZ Neue Zürcher Zeitung vom 29. Juli 2005
- Clara-Ann Gordon, Ralph Butz, Die Übertragung und Eintragung von Abwehrbefugnissen als wirksameres Sicherungsmittel im Rahmen einer markenrechtlichen Abgrenzungsvereinbarung?, in: sic! Zeitschrift für Immaterialgüter-Informations- und Wettbewerbsrecht, 2003, Heft 6, S. 486-494
- Clara-Ann Gordon, Brigitte I. Sommer, Individualität im Urheberrecht -- einheitlicher Begriff oder Rechtsunsicherheit?, in: sic! Zeitschrift für Immaterialgüter-, Informations- und Wettbewerbsrecht, 2001, Heft 4, S. 287-303

Speaking Engagements

- Clara-Ann Gordon, Speaker at The Tech Disputes Conference 2024, What Place For Arbitration in Tech Disputes?, 16 April 2024 London
- Clara-Ann Gordon, Speaker at Defence Workshop IV, Defense Procurement Projects Switzerland, 11 April 2024 Copenhagen
- Clara-Ann Gordon, Speaker at NKF Client Event , Health Apps & Plattformen, 9 April 2024
- Clara-Ann Gordon, Speaker at University of St. Gallen, SLTA Podiumsdiskussion zum Thema AI / Technology Law, 18 March 2024
- Clara-Ann Gordon, Co-Chair at 7th Mergers and Acquisitions in the Technology Sector Conference, 14–15 March 2024 Barcelona
- Clara-Ann Gordon, Speaker at NKF Client Event, Cookies/Newsletter/Social Media, 8 February 2024
- Clara-Ann Gordon, Speaker at Kramer Levin / NKF Client Event, M&A in AI Targets, 14 November 2023
- Clara-Ann Gordon, Laudation at Telecoms & Media at the WWL Awards 2023, 9 November 2023 London
- Clara-Ann Gordon, Co-Chair and Speaker, SPPI Showcase: law as a lifelong profession, IBA 6th Conference, 2 November 2023 Paris
- Clara-Ann Gordon, Co-Chair and Speaker, Improving gender diversity at top level of law firms: an everyone's business, IBA 6th Conference, 30 October 2023 Paris
- Clara-Ann Gordon, Speaker at NKF Client Event, The revised data protection act, 5 October 2023
- Clara-Ann Gordon, Speaker at the AGM of the Swiss Financial Sector Cyber Security Sector (Swiss FS-CSC), "Cyber-Resilience in Switzerland – Quo vadis?", 06 June 2023

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- Clara-Ann Gordon, Co-Chair, IBA 5th Silicon Beach Conference, 22-24 January 2023 Santa Monica
- Clara-Ann Gordon, Speaker, Cyber Circle, Wie Daten nicht zur Straftat werden, 17 January 2023 Zurich
- Clara-Ann Gordon, Speaker NKF Client Event, Data Security and Documentation, The new Data Protection Act Ordinance (revDPA-Ordinance) 6 December 2022 and 18 January 2023 Zurich
- Clara-Ann Gordon, Session Chair: Round Tables, ITechLaw Annual Conference, 19 October 2022, Zurich
- Clara-Ann Gordon, Co-Moderator, "Stay on: strategies to break the trend of female talents leaving their law firms", IBA Annual Conference, 31 October 2022, Miami
- Clara-Ann Gordon, Mediation bei IP- Streitigkeiten?, Rednerin, Schulthess Forum Intellectual Property 2021, 30 November 2021
- Clara-Ann Gordon, András Gurovits, Janine Reudt-Demont, Revidiertes Schweizer Datenschutzgesetz, Speakers NKF Webinar, 13 July 2021
- Clara-Ann Gordon, Elektronische Vertragsabschlüsse: Optionen und Vorteile, Speaker EXPERTsuisse Seminar, 08 July 2021
- Clara-Ann Gordon, Tim Wybitul (Latham & Watkins), Cyber Security Incidents - How to avoid legal risks in Germany and Switzerland?, Speakers NKF and Latham & Watkins Webinar, 17 June 2021
- Clara-Ann Gordon, Tim Wybitul (Latham & Watkins), Cyber Security Incidents – Wie vermeidet man rechtliche Risiken in Deutschland und der Schweiz?, Speakers NKF and Latham & Watkins Webinar, 10 June 2021
- Clara-Ann Gordon, Cyber Crime trifft M&A, Interview mit Esther-Mirjam de Boer von GetDiversity, 27. April 2021
- Clara-Ann Gordon, How to engage with clients and sell without feeling dreadful, Moderator IBA Webinar, 22 April 2021
- Clara-Ann Gordon, Swiss Data Protection Law, Speaker Microsoft Swiss Partner Compliance Practice, 20 April 2021
- Clara-Ann Gordon, The Revised Swiss Data Protection Act – Practical Implementation, Speaker NKF Webinar, 15 April 2021
- Clara-Ann Gordon, Wann ist in ITDR Auseinandersetzungen eine Mediation angezeigt? Speaker ITDR Webinar Training, 15 April 2021
- Clara-Ann Gordon, The next normal innovators and entrepreneurs, Moderator 2nd IBA Virtual Entrepreneurship Conference: Innovation and entrepreneurship in the next normal, 23 March 2021
- Clara-Ann Gordon, Mergers and Acquisitions in the Technology Sector Barcelona general counsel roundtable - a discussion on the challenges of the last two years, Conference Co-Chair and moderator IBA Webinar, 17 March 2021
- Clara-Ann Gordon, Resolution of ICT Disputes, Panelist, 5th SCAI Innovation Conference: Disruption in International Arbitration Webinar, 28 January 2021
- Clara-Ann Gordon, How do female lawyers generate business via Social Media Networks? Moderator IBA Webinar 14 January 2021
- Clara-Ann Gordon, Cyberkriminalität: Wie gefährlich ist das Netz? Panellistin, NZZ-Forum, 17. November 2020
- Clara-Ann Gordon, Kriminalität im Netz: Wie gefährlich ist das Internet? Referat, montagsforum HSG, 16. November 2020

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- Clara-Ann Gordon, IAPP virtual Switzerland KnowledgeNet Chapter Meeting, Speaker on "COVID-19 CT Apps on the rise: What are the privacy concerns", 27 April 2020
- Clara-Ann Gordon, NKF Breakfast Workshop, Speaker on Cyber Attacks in Switzerland and Lessons Learnt in 2019, 26 February 2020
- Clara-Ann Gordon, Haftung für automatisierte Entscheidungen held during SF-FS Seminar, on 13 November 2019 in Zurich
- Clara-Ann Gordon, A Global Comparative Analysis of Technology Company M&A Transactions held during ITechLaw European Conference, on 31 October 2019 in Dublin
- Clara-Ann Gordon, Roundtable Workshop: "Where is the Judge in the Cloud?" held on 2 July 2019
- Clara-Ann Gordon, SAV Workshop: 10. Anwaltskongress, Schweizerischer Anwaltsverband (SAV/FSA) Workshop "Rushhour des Lebens: Zwischen 25 und 40 muss alles passieren!" held on 13 June 2019
- Clara-Ann Gordon, 5th IBA Global Entrepreneurship Conference, Speaker on Panel: AI in the Legal Profession held on 19-21 May 2019 in Copenhagen
- Clara-Ann Gordon, ITechLaw Annual Conference, Co-Moderator of Workshop "Liability for Artificial Intelligence, AI Contracting and Enforcement – the most interactive panel" held on 17 May 2019
- Clara-Ann Gordon, 4th IBA M&A in the Technology Sector Conference 2019, Co-Chair of the Conference held on 27-29 March 2019 in Barcelona
- Clara-Ann Gordon, Thomas Frick, Blockchain Roundtable Workshop: Regulatory and Data Protection Issues, Moderator of NKF Client Breakfast Event held on 21 March 2019
- Clara-Ann Gordon, Cloud Act und dessen Risiken bei der Zusammenarbeit mit Cloud Service Providern, Speaker in Webinar by Weblaw on 6 March 2019
- Clara-Ann Gordon, András Gurovits, Victor Stancescu, Roundtable Workshop: 50 Mio Euro Busse: Es gilt Ernst im Datenschutz, Moderation of NKF Client Breakfast Event held on 5 March 2019
- Clara-Ann Gordon and Thomas Frick, Blockchain Roundtable Workshop: Regulatory and Data Protection Issues, Moderator of NKF Client Breakfast Event held on 26 February 2019
- Clara-Ann Gordon, András Gurovits, Victor Stancescu, DSGVO Roundtable Workshop: Erste Erkenntnisse nach Sechs Monaten, Moderation of NKF Client Breakfast Event held on 27 November 2018
- Clara-Ann Gordon, Cyber Security – Rechtliche Aspekte, Speech held during NKF Student Event on 15 November 2018
- Clara-Ann Gordon, Anwendung – Datenschutzerklärung und Mandatsvertrag, Speech held during the ZAV event "Datenschutz – Was sollte eine Kanzlei tun, was darf sie lassen?" on 12 November 2018
- Clara-Ann Gordon, Blockchain – Digitale Transformation und Datenschutz – zur juristischen Perspektive, Speech held at Get Diversity Jahrestagung on 6 November 2018 in Berne
- Clara-Ann Gordon, GDPR: Experiences made in 2018 and what to look out for in 2019, Moderation of the IAPP Knowledge Meeting held on 1 November 2018 in Zurich
- Clara-Ann Gordon, Insights from a road well travelled – panel of levelers, disrupters and alchemists talking success in navigating advancement in today's legal environment, Moderation of the session held on 10 October 2018 during the IBA Annual Meeting in Rome
- Clara-Ann Gordon, The Time is Now- Roundtable with the Women Lawyers' Interest Group and The Law Society of England & Wales, Moderation of the Roundtable "The Time is now" held on 9 October 2018 during the IBA Annual Meeting in Rome

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- Clara-Ann Gordon, GDPR and beyond, Moderation of the Around the Tables held on 8 October during the IBA Annual Conference
- Clara-Ann Gordon, Cybersecurity and the Law Seminar, Speaker at the Seminar held on 25 September 2018 in Zurich
- Clara-Ann Gordon, Länderbericht Schweiz, Speaker at the 25th Drei-Länder-Treffen DGRI held on 24 June 2018 in St. Gallen
- Clara-Ann Gordon, DGRI Drei- Ländertreffen - Länderbericht Schweiz, Speech on held on 22 June 2018
- Clara-Ann Gordon, Data Based Business Models – Legal and Regulatory Governance, Moderation of the ITechLaw Panel Discussion held on 17 May 2018 in Seattle
- Clara-Ann Gordon, GDPR – Direct Marketing, Presentation held during IAPP Round Tables on 2 May 2018
- Clara-Ann Gordon, Victor Stancescu, Data Protection Webinar – Case Studies, Presentation held during NKF Webinar on 19 April 2018
- Clara-Ann Gordon, Extraterritorial Reach of GDPR – what are the practical impacts on countries outside the EU?, Presentation held at 8th World Women Lawyers' Conference: From Courtroom to Boardroom: The Impact of Women, on 12 April 2018
- Clara-Ann Gordon, Personal Information Management Systems (PIMS), Presentation held on 29 November 2017 at the seminar "Dateneigentum und Datenzugang", University of Zurich and SF-FS Schweizer Forum für Kommunikationsrecht
- Clara-Ann Gordon, Das neue Datenschutzrecht - nur zusätzlicher administrativer Aufwand oder auch eine Chance für Schweizer Unternehmen?, Presentation held on 3 July 2017 at "Cercle Public" Event
- Clara-Ann Gordon, ACC Penal Discussion – Cross-Border Investigations: Navigating an Increasingly Challenging Landscape, moderation of the Panel Discussion held on 13 June 2017 in Zurich
- Clara-Ann Gordon, Disruptive Technologies – Legal and Regulatory Aspects, Presentation held at the Investment Summit – Swiss Global Enterprise on 16 May 2017 in Berne
- Clara-Ann Gordon, Outsourcing and Data Protection, Presentation held at the IAPP Zurich/Basel Chapter KnowledgeNet event on 9 May 2017 in Zurich
- Clara-Ann Gordon, Changing Times in Swiss and European Data Privacy – new opportunities?, Keynote Speaker at Microsoft Security Days on 27 April 2017 in Zurich
- Clara-Ann Gordon, Panel Discussion: Cyber Security, Panelist at Microsoft Security Days on 27 April 2017 in Zurich
- Clara-Ann Gordon, Andrés Gurovits, Data protection – why companies in Switzerland need to (re)act!, Moderation of NKF Client Breakfast Event held on 28 March 2017
- Clara-Ann Gordon, Andrés Gurovits, Changing times in Data Privacy: what does this mean for your company?, Moderation of data privacy workshop (hosted by NKF and ACC) on 23 March 2017
- Clara-Ann Gordon, Innovation Lifecycle Roundtable, Presentation held at the Innovation Lifecycle Roundtable event on 21 March 2017 in Basel
- Clara-Ann Gordon, Datenschutz im Wandel, Presentation to asut Fachgruppe Grossanwender held on 17 March 2017 in Zurich
- Clara-Ann Gordon, 3rd IBA Silicon Beach Conference - All Along the Spectrum – From Start-Up to IPO/Exit and Beyond, Co-Chair of the 3rd IBA Silicon Beach Conference, <http://www.ibanet.org/CONFERENCES/CONF766.ASPX>, 1-3 February 2017 in Santa Monica

- Clara-Ann Gordon, SGOA – Informationsveranstaltung, Event moderator and president of SGOA Switzerland held on 26 January 2017 in Zurich
- Clara-Ann Gordon, Worldwebforum – Legal Vertical: Big Data/Analytics and Challenges for Investors, Event Moderator of the Legal Vertical: Big Data/Analytics and Challenges for Investors, <http://worldwebforum.ch/display/LEGAL/LEGAL>, 25.01.2017 in Zurich
- Clara-Ann Gordon, GLOBAL LEADERS DATA, DISRUPTION AND TECHNOLOGY FORUM, Event Moderator of the Conference held on 7 November 2016 in London
- Clara-Ann Gordon, 2nd Annual M&A in the Technology Sector Conference 2016, Co-Chair of the Conference held on 27-28 October 2016 in Tel Aviv, <http://www.ibanet.org/Conferences/conf713.aspx>
- Clara-Ann Gordon, Cross-Border Outsourcing und Datenschutz, Presentation at seminar "Cross-Border Outsourcing – Rechtsfragen und Lösungen" organized by the Europa Institut, 28.09.2016
- Clara-Ann Gordon, Solving Outsourcing Disputes Around the World, Moderation of interactive workshop held during ITechLaw Annual Meeting, Miami on 18 May 2016
- Clara-Ann Gordon, Datenherausgabe an ausländische Behörden - Zusammenspiel von Datenschutz und Schweizer Blocking Statutes, Presentation held during the 9. Datenschutztagung - Datenschutz - Jüngste Entwicklungen – Europa Institut on 2 February 2016
- Clara-Ann Gordon, Data and Data Protection: Growing Opportunities and Increasing Legal Risk, Presentation held on 7 December 2015, panel presented by the Swiss-American Chamber of Commerce
- Clara-Ann Gordon, Second Hand Software Update, Webinar moderator for the webinar presented by the Dispute Resolution Committee of ITechLaw, held on 8 September 2015, <http://www.itechlaw.org/>
- Clara-Ann Gordon, Risks associated with the Introduction of New Technologies - Compliance Issues, Presentation on Legal Risks and New Technologies: Challenges for the Modern Enterprise, co-chair of the conference presented by the IBA Technology Law Committee, supported by the European Regional Forum, <http://www.ibanet.org/article/detail.aspx?articleuid=a983ebe4-50da-424d-96db-3fc8e8988d41>, 23 January 2015
- Clara-Ann Gordon, Technology Rights and Distressed Companies, Presentation held during the IBA Working Session Vancouver on 6 October 2010
- Clara-Ann Gordon, Cyber Security - From cyberspace with love: securing the IT network, Presentation held on 8 October 2009
- Clara-Ann Gordon, Spectrum Regulation, Liberalisation and Trading, Presentation at AIJA International Association of Young Lawyers, Telecommunication and Energy Commission Working Session 24 August 2006

Market Perception

"Clara-Ann Gordon is a highly efficient, pragmatic and reliable problem solver. She is extremely good at understanding the challenges of the business world and suggesting solutions that are appropriate to the circumstances. Working with her is always extremely pleasant, which is also encouraged by her good sense of humour." (Legal 500 2024 – Data Privacy & Protection)

"Clara-Ann Gordon is to the point, hands-on and responsive." (Legal 500 2024 – Data Privacy & Protection)

"Clara-Ann Gordon from NKF is one of my all-time favourites. She is a brilliant lawyer, a brilliant professional, very active in the tech field and does a lot for the tech community." (Chambers Europe 2024 – TMT)

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"Clara-Ann Gordon is a reputable name in the market, winning praise from observers who compliment her as 'one of the top stars in Switzerland' who is 'internationally well connected'." (Who's Who Legal 2023 – Data – Information Technology)

"Market sources praise Clara-Ann Gordon for being 'one of the leading lawyers in the TMT and data field' and for 'delivering results in a league of her own'." (Who's Who Legal 2023 – Data Security)

"Clara-Ann is very responsive, has a keen perception and her solutions are usually very business-orientated and pragmatic." (Chambers Europe 2023 – TMT)

"Clara-Ann Gordon is very well connected and very experienced in the market." (Chambers Europe 2023 – TMT)

"An excellent data privacy and protection lawyer." (Who's Who Legal 2022 – Data Privacy & Protection)

"A top choice for data privacy and cybersecurity in Switzerland." (Who's Who Legal 2022 – Data Security)

"Clara-Ann Gordon is an exceptional partner, highly skilled and very motivated. Compared to other representatives of this industry, she works in a pragmatic way and pursues innovative approaches." (Legal 500 2022 – Data Privacy & Data Protection)

"She was exceptionally friendly; went the extra mile on a lot of issues; very accommodating. A more limited engagement but was very good." (IFLR 1000 2020/2021)

"Clara-Ann Gordon has a fantastic reputation as world leader in TMT law and is singled out as remarkably experienced." (Who's Who Legal 2021 - Data - Telecoms & Media)

"Clara-Ann Gordon is celebrated for her 'wealth of experience working on cloud services issues' and is hailed a 'superb data privacy specialist'." (Who's Who Legal 2021 – Data Privacy & Protection)

"Clara-Ann Gordon has excellent knowledge and is able to derive actions from the complex regulatory frame". (Chambers Europe 2021 – TMT)

"Clara-Ann Gordon is a standout practitioner, praised by sources as an 'excellent lawyer' who centres her work around all facets of data law." (Who's Who Legal 2020 – Data)

"Clara-Ann Gordon is one of the foremost practitioners in the data field. She is 'well respected for her expertise by clients and peers alike', with sources noting, 'It is always a pleasure to work with her'." (Who's Who Legal 2020 – Data Security, Data Privacy & Protection)

"Clara-Ann Gordon is 'well respected for her expertise by clients and peers alike'. She is a go-to lawyer for GDPR compliance issues, transactional advice and litigious proceedings." (Who's Who Legal 2020 – Telecoms & Media)

"Clara-Ann Gordon is a renowned expert in the field, commended by sources as 'a world thought leader' and a 'remarkably experienced and competent' practitioner in cutting-edge IT matter." (Who's Who Legal 2020 – Information Technology)

"Clara-Ann Gordon is 'experienced and knowledgeable', and 'well respected for her expertise by her clients and peers alike'." (Who's Who Legal Switzerland 2020 – Data)

"One client describes her as 'clear in her statements and explanations', and appreciates her 'client-oriented working style'" (Chambers Europe 2020 – TMT)

"TMT and outsourcing specialist Clara-Ann Gordon handled various cloud-related matters for Microsoft and also demonstrates an in-depth understand of IoT and data protection matters." (Leaders League 2020 – TMT)

"Ann Gordon is a very experienced and strategic-thinking lawyer. She's very responsive and delivers her task on point. Highly recommendable. She's also very well connected and shows a strong business acumen." (Legal 500 2020 – TMT)

"Expertise is excellent – clear statements and explanations – very structured working style – quickly notices the crucial points." (Legal 500 2020 – TMT)

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"For data privacy and data protection, our main counterparts are Andras Gurovits and Clara-Ann Gordon. We highly appreciate their teamwork approach. It is an ideal combination as Andras Gurovits has a business background in technology and sports and Clara-Ann Gordon comes from data privacy. This combination is ideal for our needs." (Legal 500 2020 – Data Privacy & Data Protection)

"According to one source, she is 'very successful and very good at networking' who is 'doing really impressive work.'" (Chambers Europe 2019 – TMT)

"Niederer Kraft Frey is home to one of Switzerland's pre-eminent lawyers, Clara-Ann Gordon, who receives effusive praise for her top-tier handling of internal investigations, outsourcing and cloud computing matters." (Who's Who Legal Switzerland 2019 – TMT)

"Clara-Ann Gordon stands out as one of the pre-eminent TMT practitioners in the Swiss market. She focuses her world-class practice on data and IT-related matters, areas in which she is considered 'a true specialist.'" (Who's Who Legal 2018 – TMT)

Clara-Ann Gordon specialises in outsourcing, investigatory matters and e-discovery. One respondent notes, "She is an excellent IT lawyer with a strong litigation practice and an international network." (Who's Who Legal 2018 – TMT)

Clara-Ann Gordon advised Actelion on the data protection structure and cross-border contracts relating to their USD30 billion transaction with Johnson & Johnson. She is also active in the implementation of new management systems, outsourcing projects and compliance issues. (Chambers Europe 2018 – TMT)

"At Swiss outfit Niederer Kraft & Frey, Clara-Ann Gordon is highly recommended and called 'a go-to lawyer' for both IT and telecoms work, with a practice covering outsourcing, cloud computing, compliance and data protection. A peer adds, 'She is always up to speed on everything from a technology perspective.'" (Who's Who Legal 2017 – TMT)

Clara-Ann Gordon is a Thought Leader and considered by many to be a "go-to lawyer" for IT matters. Sources "would recommend her without hesitation" for her expertise in handling technology, outsourcing and data protection issues. (Who's Who Legal Switzerland 2017 – TMT)

Clara-Ann Gordon advises clients on data privacy, outsourcing and TMT compliance, including internal investigations. She often represents clients in court proceedings involving those areas. Interviewees underline her "high levels of relevant expertise and responsiveness." (Chambers Europe 2017 – TMT)

"An increasingly recognised name in the market, Clara-Ann Gordon is highly regarded for her strong background in IP and data protection. Market commentators describe her as 'an important player'" (Chambers Europe 2016 – TMT)

"Ms Gordon has deep experience and knowledge of current IT topics", "She is a true professional who will fight on a client's behalf", "Ms Gordon is very calm, collected and a very good sounding board", "She always delivers fantastic results", "She provides the whole package that a General Counsel needs." (ILO client choice award 2016 – IT & Internet)

"Clara-Ann Gordon has a holistic and business-oriented approach" (Legal 500 2016 – Intellectual Property)

"Clara-Ann Gordon attracts effusive praise from clients for her 'brilliant mind and excellent reputation'. Interviewees add: 'She is very skillful, supportive and quick to understand our issues.' Other sources point out: 'She is practical, knowledgeable and impressive.'" (Chambers Europe 2015 – TMT)

"Clara-Ann is recommended and part of a 'very good team'" (Legal 500 2015 – TMT)

"Clara-Ann Gordon is co-chair of the IBA technology law committee, and is known for her strong TMT practice. Sources say: 'She is not only very knowledgeable, but also able to provide outside-the-box solutions to complex problems.'" (Chambers Europe 2014 – TMT)

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"Clara-Ann Gordon is able to provide professional legal statements and reviews at very short notice; she has excellent professional business acumen" (Legal 500 2014 – TMT)

"Clara-Ann Gordon has been active on many of the team's most prominent mandates in recent times. She is described as 'very helpful; her advice is nuanced and well structured.'" (Chambers Europe 2013 – TMT)

