



Retail and e-commerce

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Be it online or in the 'real world', any form of marketing, advertising and the selling of products and services raises legal issues, sometime complex ones.

Data protection also becomes a key aspect of new marketing strategies, with e-commerce making such issues more international and complex than ever.

Advertising is not only a matter of consumer protection but also an essential marketing tool closely monitored by the authorities and your competitors.



Global strategy and day-to-day assistance

Once your marketing strategy is defined, numerous questions can arise. What kind of distribution scheme will be appropriate? Does your website comply with e-commerce rules? Is your brand sufficiently protected? Which legislation applies to the products or services in question? Can you use the same advertising anywhere? What about explicit or implied comparison in your advertising?

We assist you answer all these questions (and many more) to protect your products and services effectively through all commercial and marketing aspects.

Simont Braun makes sure to provide multidisciplinary assistance and notably assists you in the following matters: form of distributorship, tailored made contracts, sector-specific rules, anti-competitive practices, trademarks, copyright, online sales, offline and online terms and conditions, advertising, parasitic behaviour, promotional and other trade practices, consumer protection, GDPR compliance, safety, labelling, etc.

A concrete approach in dialogue with your strategy

We focus on your market realities and commercial needs when handling marketing, **e-commerce and retail matters**. Our expertise ranges from negotiating and drafting contracts, providing opinions to any form of **dispute resolution**.

Our team can also assist you negotiating with the competent administrative and professional bodies, such as the Economic Inspection, the Gaming Commission, the Federal Agency for Medicines and Health Products, the media supervisors including Mediaraad and *Conseil supérieur de l'audiovisuel* (CSA) and the Advertising Council (JEP).

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