



Legal design 🧲

The GDPR challenge no one is talking about

Live webinar: 18 May 2018, 11am (UK time)

Richard Mabey (Cofounder & CEO, Juro) **Marie Potel-Saville** (Founder & CEO, Dot. Paris)



What is legal design and why does it matter?

Why is it especially relevant today?

How: a practical case study from Juro

Best practices for in house counsel & pitfalls

A toolkit and useful resources

Your questions







Legal Design is an innovation approach



Legal Design borrows design thinking – and doing



Collaborative, multidisciplinary approach: lawyers not flying solo



Legal Design revolutionises the practice of law by putting the user at the center of the action

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all contracts <u>look</u> and <u>feel</u> the same, even though they are addressed to <u>different</u> users, with <u>different</u> needs & skills, and are produced by <u>different</u> organizations to regulate a variety of <u>different</u> transactions with <u>different</u> goals. sameness sameness sameness sameness sameness sameness sameness sameness

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Credit: Stefania Passera



Do ever more with less

Agile & collaborative is the new black

"I agree": greatest lie on the internet



Credits: Dima Yarovinsky



must have

GDPR Art. 12 Privacy notices must be "concise, transparent, intelligible and easily accessible"

WP29 Guidelines on Consent: "Controllers cannot use long privacy policies that are difficult to understand or statements full of legal jargon"

Data privacy authority in France (CNIL): design is a priority



case study

At Juro we ran a design sprint on our own privacy policy



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The privacy fire hydrant Solution: layering

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| Our role in your privacy | Read | 955 X | | | | | | | | |
| When and how do we collect data What types of data we collect | ø | How and why we use your data | | | | | | | | |
| How and why we collect your data | | Data protection law means that we can only use your data for certain reasons and where we have a legal basis to do so. Here are the reasons for which we process your data: | | | | | | | | |
| Your privacy choices and rights | | Keeping Juro running | | | | | | | | |
| How secure is the data we collect? | | Managing your requests (like inviting users, sending a contract to sign to a counterparty, connecting your Juro account to other services), login and authentication, remembering your settings, processing payments, hosting and back-end infrastructure. | | | | | | | | |
| Where do we store your data? | | Legal basis: contract legitimate interests | | | | | | | | |
| For how long do we store your data? | | Improving Juro | | | | | | | | |
| Third parties who process your data | | Testing features, interacting with feedback platforms and questionnaires, managing landing pages, heat mapping our site, traffic optimization and data analysis and research, including profiling and the use of machine learning and other techniques over your data | | | | | | | | |
| How we use cookies | | and in some cases using third parties to do this. | | | | | | | | |
| Making this policy great | | Legal basis for this data usage: contract legitimate interests | | | | | | | | |
| | | Customer support Notifying you of any changes to our service, solving issues via live chat support, p Legal basis for this data wage: contract | hone or email inclue | ding any bug f | fixing. | | | | | |
| | | Marketing purposes (with your consent) Sending you emails and messages about new features, products and services, and | d content. | | | | | | | |
| | | Legal basis for this data usage: consent | | | | | | | | |
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problem 2

What does this mean? Solution: intelligent use of icons





problem 3

When are you collecting my data?! Solution: privacy journey timeline



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JUro

Results

1352% increase in unique views of privacy policy Better engagement from our stakeholders Transparent value exchange with customers Reduced risk of non-compliance and GDPR fines Shift in team mindset



Constraints of in house lawyers

People time

Budget

Strategic buy-in

We're all busy with GDPR

key learnings

Shift in mindset: collaborative approach changes clients' perception

From spoilsport to facilitators and innovators

Enhanced trust and engagement within legal team

Let go on perfection to prototype early

Increased legal safety

What does this look like in practice

Automating T&C's for 28 brands in 30 countries

Compliance programme

Privacy policy

before

Privacy and Cookie Policy

Information We Collect

We may obtain personal data about you from various sources. We collect this information when you provide it at one of our stores, or on our website, or via our social media pages, or when you download one of our mobile applications (either via Apple iOS or Android) onto your mobile device, or at one of our events. Our products are available for sale at certain third party retailers. Unless otherwise indicated at the time that you provide gyogg personal data, any personal data collected by these retailers is not provided to us. This Privacy Policy does not address any data collected by our retail partners. When you visit this site, our social media pages, or use services or features of one of our mobile applications, we also collect certain information about your device or usage by automated means, including using technologies such as cookies, web server logs and web beacons.

Information You Provide

You may provide personal data to us in a number of ways, such as when you participate in an offer or promotion, or when you make a purchase on our site or in our stores, via our social media pages or through one of our mobile applications. The types of personal data you provide to us may include:

- Contact information (such as name, postal address, email address, and mobile or other phone number)
- · Age or date of birth
- Gender
- · Username and password, nickname/screen name
- Payment information (such as your payment card number, expiration date, and card security code)
- Shipping and billing information (such as delivery address, and billing address)
- Purchase history
- Product preferences
- Your skin type / skin condition
- Your hair type
- · Your physical characteristics and your skincare concerns
- Contact information for friends, family or other people you would like us to send a message to on your behalf (please ensure that you only submit contact information of individuals with whom you have a personal or family relationship and who have consented to receive messages from you or us)

after

About our privacy policy and your rights



What

MM

We collect

- The personal data you provide us when visiting our stores, our website, social media pages, one of our events
 or when you download one of our mobile applications (either via Apple IOS or Android) onto your mobile
 device and
- Information collected by automated means about your device or usage of the Site, including via cookies [link to Cookie section], web server logs and web beacons.

[Read more]



guide to the legal design canvas

This canvas helps you identify and unpack some of the key aspects of your legal design project.



https://www.linkedin.com/groups/13581345 (Linkedin group)

<u>https://www.law.kuleuven.be/citip/en/news/item/legal-design-jam</u> (Leuven university design jams) <u>https://www.legalgeek.co/legaldesign/</u> (event)



toolkit

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Any questions?

This webinar has been recorded. A link will be sent out later along with the slides.

richard@juro.com www.juro.com @GetJuro

marie@dot.legal www.dot.legal

