

# Estudio Ehecopar.

Member Firm of Baker & McKenzie International



## Viviana Chavez

Principal Associate

Lima, Peru

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### Local practice

Corporate

### Related legal services

Consumer Protection

Competition & Antitrust

Data Privacy

### Languages

Spanish

English

### Estudio Ehecopar

Av. La Floresta 497

Piso 5 San Borja

Lima 41

Peru

### Biography

Viviana is an attorney specialized in competition law, with experience in advising companies on matters related with the application of the antitrust law, unfair competition law, and consumer protection law. Viviana has participated in several administrative procedures before the Free Competition Commission, the Unfair Competition Commission, the Consumer Protection Commission, and the Elimination of Bureaucratic Barriers Commission and before the Competition Court of the National Institute of Competition Defense and Protection of Industrial Property (INDECOPI).

As well, she has experience on data privacy matters, having advised several companies on their implementation to such legal framework.

### Education

- Universidad Internacional de la Rioja, Master's Degree in Personal Data Protection (ongoing).
- IE Law School, Senior Compliance Program - Madrid, 2018
- Center of Executive Education at the Pacifico University, Specialization Program in Advertising and Repression of Unfair Competition, Lima, 2014.
- Pontificia Universidad Catolica del Peru, Law Degree (Cum Laude), Lima, 2011.

### Memberships

- Chairman of the Personal Data Protection Committee of the World Compliance Association.
- Academic Forum Civil Association, which is in charge of the publication of Foro Juridico Law Review 2007 – 2009.

### Admission

- Lima Bar Association, 2012.

### Experience

- Principal associate at Estudio Ehecopar since 2020.
- Associate at Estudio Ehecopar since 2011.
- Professional Trainee in the area of Competition, Estudio Ehecopar (August 2010 – July 2011).

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- Trainee, Estudio Echecopar in the Competition Area (July 2008 – July 2011) and in the Labor and Social Security Area (August 2007 – June 2008).
- Advised national and transnational companies interested in entering to the country on matters related to consumer protection and unfair competition (including advertising) regulations. She reviewed commercial advertising in order to determine if its consistency with Peruvian laws.
- Advised companies that participated in procedures for alleged violations of the regulation regarding antitrust, unfair competition and consumer protection.
- Advised a company that held an important investment project in the liquefied natural gas market in procedures initiated before the Elimination of Bureaucratic Barriers Commission against several district municipalities for the imposition of illegal and irrational bureaucratic barriers.
- Advised several companies on projects for their adequacy to the legal framework on data protection.