



## John Salloum

Partner, Privacy and Data Management

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**Toronto**

(416) 862-6492

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Bar Admission: Ontario, 2006

### Areas of Expertise

Professional Services

Technology

Media and Entertainment

Retail and Consumer Products

Food and Beverage

Cybersecurity and Security Incident

Response

Advertising and Marketing

Privacy and Data Management

John is a member of the Marketing & Distribution and Privacy & Data Management practice groups. John has a thorough understanding of the technology underlying social media promotional programs. He has advised clients extensively on these campaigns, speaking in Canada, the United States and abroad on program design and implementation, as well as on strategies to mitigate risk. He reviews advertising and promotional materials across all media, with an emphasis on Internet-based and mobile media, including compliance issues relating to misleading advertising, contests, games, sweepstakes and consumer-protection issues.

John also advises regularly on the management and retention of personal information, best practices and the management of data security breaches, and regulatory compliance under privacy legislation.

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### Awards and Recognition

- **Chambers:** Ranked in Chambers Canada: Canada's Leading Lawyers for Business: Advertising and Marketing and Privacy & Data Protection (Nationwide – Canada)
- **The Canadian Legal Lexpert Directory:** Recognized in Advertising & Marketing Law
- **Who's Who Legal:** Ranked in Who's Who Legal: International – Data – Data Privacy and Protection; Ranked in Who's Who Legal: Canada – Data
- **Best Lawyers in Canada:** Recognized in Advertising and Marketing Law; Privacy and Data Security Law
- **Thomson Reuters:** "Stand-out Lawyer"
- **Lexpert Special Edition:** Recognized in Technology and Health Sciences

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Credentials

Education

- York University (Osgoode Hall Law School), J.D.
- McGill University, B.A.

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Languages

- English

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Professional Affiliations

- Canadian Bar Association
- Ontario Bar Association
- The Law Society of Ontario