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Marie-Hélène Constantin practises commercial law and advises clients in a variety of industries, including information technology, pharmaceutical and biotechnology companies. She regularly provides advice in relation to Internet, e-commerce, life sciences, privacy, marketing and advertising and intellectual property matters. Marie-Hélène assists corporations involved in the license, sale, distribution and marketing of technology, goods and services to comply with Canadian legal requirements, including those specific to the province of Quebec. Marie-Hélène's practice involves drafting complex commercial agreements and advising clients on large technology-related corporate transactions. She also regularly advises organizations on compliance with privacy obligations, including with respect to data transfer issues and cross-border data transfers, assists in handling data breaches and in reviewing privacy policies, consent forms, websites, insurance and financial services applications and other documents to identify privacy issues and drafting adequate data protection language. She has developed expertise in consumer protection issues related to e-commerce and online sales and in marketing and advertising issues, including the review of transactional websites and of various promotions, contest issues, online advertising and social media, as well as with respect to language issues, labelling, and other regulatory requirements. She regularly advises pharmaceutical, biotechnology and medical device manufacturers and distributors on regulatory, marketing and advertising, privacy, contractual and procurement issues.

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