



Arjun Uppal Partner Plot No. A7 & A8, Sector 4, Noida 201 301 National Capital Region, India

T: + 91 120 417 9999 F: + 91 120 417 9900

@: arjun.uppal@azbpartners.com

Arjun Uppal has 10 years of experience in handling major technology, e-commerce, and digital transactions. Arjun frequently assists multinational clients on the structuring of electronic payment methods and digital offerings. He has considerable experience advising on data privacy and protection, gaming, Fintech and digital matters.

# **Experience**

Partner (April 2023 – Present)

#### **Key Practice Areas**

- Corporate/ Mergers & Acquisitions
- Data Privacy & Protection
- E-commerce & Retail
- Financial Services
- Fintech & Digital

### **Recent Work Highlights**

- One of world's largest e-commerce business on operation of its India marketplace and payments business regarding implementation of new age electronic payment methods and digital offerings (like ticket bookings and digital gold).
- One of Indian's biggest and oldest conglomerate on the launch and structuring of its payments business.
- Various Data Privacy Clients on (i) collection, processing, storage and cross-border transfer of data; and (ii) intermediary liability and safe harbour.
- Various Digital Gaming Clients on legality of gaming and gambling activities and games offered in India.
- A Santa-Clara Fintech company on processing cross-border payments for settlement to overseas merchants, and offering gold-backed tokens, on digitization of gold.
- Various Digital Assets Clients on virtual currencies and NFT offerings.

### Memberships

• Bar Council of Delhi (2012)

## **Professional Qualifications**

• BLS.LLB, ILS Law College, Pune (2012)