

Luther.

E-commerce/mobile commerce

In light of the increase in digitalisation and the enhanced performance of mobile end devices, it is not only the e-commerce sector but also the mobile commerce market that is steadily growing. Online trade is becoming increasingly more important for the sale of goods, services and digital content and is already part of everyday life for most companies. This includes not only selling the products but also marketing them. How business models are presented on platforms, the exchange of personal data, the drafting of general terms and conditions, the international nature of contractual relations and the frequently changing, narrow regulatory framework give rise to many legal issues. Digitalisation can offer a wide range of innovation opportunities if businesses manage to meet these legal challenges.



Luther can help you avoid any legal pitfalls and make the best possible use of the opportunities offered by e-commerce/mobile commerce.

Our range of advisory services

- Analysing and advising on the legally compliant design of web shops and apps, in particular with regard to the requirements under data protection law.
- Advising on how to present business models on online platforms.
- Advising on and providing legal certainty about the national and international consumer protection requirements that need to be taken into account, such as duties to provide information, instructions about rights to withdraw and privacy notices.
- Advising on how to integrate, and regulate, web shops and shops for mobile end devices into the distribution system.
- Advising on how to integrate e-payment/mobile payment systems in a legally compliant manner and drafting terms and conditions of payment.
- Reviewing, amending and drafting general terms and conditions for the legally compliant integration of digital processes in e-commerce/mobile commerce.
- Drafting innovative contracts, at all levels, to implement digital concepts for the future in a legally compliant manner in existing processes; for example, making amendments to delivery conditions so drones can be used.
- Advising on digital marketing issues, for example, the sponsoring of influencers or targeted advertisements.
- Advising on restrictions and obligations under public law.
- Advising on special features of competition law.
- Advising on special features of antitrust law.
- Advising on the protection of intellectual property.

Our digital expertise

Luther was named law firm of the year in 2019 by the German legal publisher JUVE and also holds the title “Digital Law Firm 2020”. In 2019, we received the PMN Management Award for our collaboration platform.



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