

The ASAR logo is located in the top right corner. It consists of the letters 'ASAR' in a white, sans-serif font. A red diagonal slash is positioned between the 'A' and the 'S'.

# Data Protection & Privacy

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# Table of Contents

1. Contact Us
2. Table of Contents
3. Our Story
4. Diverse talent for diverse needs
5. Why ASAR?
6. Our Office
7. Our People
8. Data Protection & Privacy

# Our Story

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ASAR – Al Ruwayeh & Partners (ASAR) is Kuwait's leading Tier 1 corporate law firm, and one of the most prominent firms operating across the GCC. ASAR has been operating in Kuwait for over 35 years, in the Kingdom of Bahrain since 2006, and is recognised for professional legal services of the highest order. As one of the region's premier law firms to many foreign and domestic multinational companies, we advise many of the biggest and most ambitious organisations across all major industries and we are consistently considered as the number one law firm of choice.

With our team of lawyers spanning two emerging and highly competitive markets in the GCC, our expertise extends over a wide range of areas that cater to the needs of local and foreign multinational corporations, banks and investment companies, industrial conglomerates, governments and state authorities, and private clients. The firm has multilingual capabilities and provides services in, amongst others, English, Arabic and French.

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**Diverse talent for  
diverse needs**



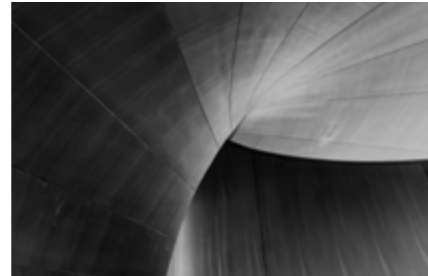
# Why ASAR?

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ASAR provides the highest quality legal services to our clients. With our lawyers covering both the jurisdictions of Kuwait and Bahrain, we have the ability to assist our clients with their most challenging matters – no matter where they arise or what they entail.

Our lawyers' seamless teamwork, exceptional capabilities and innovative thinking enable us to deliver outstanding representation and results. Our successes are grounded in the fact that in an ever-changing world, our culture, values, and commitments to pro bono, diversity and community service never waver.

ASAR is consistently rated as a leading corporate and commercial law firm by reputable legal guides such as the International Financial Law Review (IFLR), the Chambers Global Guide, the Legal 500 and the Practical Law Company.



## Our Offices

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ASAR is the largest full service corporate and commercial law firm in Kuwait and one of the largest in the Middle East, with strong connections throughout the Gulf region. To offer maximum coverage to our clients across key jurisdictions of the world, we naturally operate our own offices, but also have associations and relationships with law firms across the world to ensure we can provide seamless legal services to our clients regardless of the jurisdiction their matters relate to.

**Our Offices:**

ASAR currently operates offices in Kuwait City in the State of Kuwait, and Manama in the Kingdom of Bahrain.

**Relationship firms:**

ASAR maintains close working relationships with law firms throughout the Middle East, Europe, North and South America, Africa, Asia and Australia.



# Our People

With our team of professional lawyers, we respond quickly and timely to clients' urgent needs and can allocate adequate resources to attend to assignments and projects.

With our lawyers covering both the jurisdictions of **Kuwait** and **Bahrain**, we draw on extensive regional experience and knowledge of the relevant laws, regulations and practices.

ASAR has been involved in some of the most innovative and complex projects and transactions in Kuwait and is best placed to provide valuable insight into Kuwaiti and Bahraini considerations – both legal and practical.



# Data Protection & Privacy

Data protection and data privacy issues affect all business and industry sectors. Failure to respect people's privacy or ensure the security of their data can severely damage a company's brand, influence consumer buying decisions and result in regulatory sanctions.

Navigating the myriad complexities around data protection and data privacy are best done by experts properly equipped to give legal advice that is clear, accurate, and future focused. We have concentrated on keeping an up-to-date understanding of the data protection and privacy issues in Kuwait and Bahrain, even as new laws and regulations are issued in this fast-paced field.

In **Kuwait**, the data protection rights do not emanate from specialized data privacy legislation. Rather, various legislations contemplate the privacy of an individual.

In **Bahrain** the approach in relation to protection of personal data is modeled on the EU approach, with local adaptations. A slew of recently enacted laws indicates a trend that Bahrain is positioning itself to be a regional data center hub by striking a balance between the protection of individual rights of privacy and the thriving digital economy.

Our experience and legal skills allow us to understand the compliance requirements of a global corporation vis-à-vis the local data protection regime.

We have experience assisting employers, major international financial institutions and local and international companies addressing data protection and privacy issues, including devising data protection strategies for our clients and assisting with their implementation strategy to comply with legal obligations.



Connect With Us

