

Technology | Internet and E-Commerce | Intellectual Property | Artificial Intelligence (AI)

Internet and E-Commerce

Gornitzky & Co. represents various clients on a wide range of matters relating to their activity on the Internet and in the e-commerce field.

In recent years there has been an immense increase in the business opportunities that the Internet has generated through the launch of e-commerce platforms, social networking, and electronic marketplaces, providing consumers with new ways of connecting and acquiring products and services online.

Our team has gained extensive experience in advising Israeli and multinational corporations on the unique legal and regulatory requirements applicable to e-commerce and other activities over the Internet. As part of our services, we advise our clients on the application of consumer rights – drafting terms of use and general terms and conditions for websites and apps, advising on remote sales transactions etc.; privacy and data security – drafting privacy policies, use of cookies and tracking technologies, use of targeted advertising, etc.; digital accessibility – drafting of accessibility statements and advising on matters related to accessibility requirements for apps and websites; financial services and digital wallets; labor laws relating to their online activities and protection of intellectual property and mitigating related risks. Our team also has significant experience in handling complex and high-profile litigation cases, including class actions that involve e-commerce and online activities.

Among our clients are some of the world's largest Internet and e-commerce companies (including e-commerce platforms, social media networks, online retailers, mobility and software providers) with respect to their activities in Israel, as well as some of the largest Israeli companies offering products and services over the Internet, including in the fields of hospitality, education, food, transportation, cosmetics, and online retailers.

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