BMVN.



Thu Minh is a Special Counsel who focuses on various legal aspects of M&A and technology, media and telecom, including data privacy, e-commerce, online advertising, online content, cybersecurity and digital healthcare. In 2022, Thu Minh received the Certified Information Privacy Professional/Europe (CIPP/E) credential from The International Association of Privacy Professionals.

Professional Experience

Representative Legal Matters

- Advised global social media and Internet platforms on cybersecurity, licensing and content regulations
- Advised leading social media companies on laws and regulations on cybersecurity, data privacy, data localization, content management, e-commerce, advertising and local market access and licensing
- Advised multinational healthcare company on various regulatory issues and product registration procedures
- Advised pharmaceutical companies on anti-corruption and other compliance issues
- Involved in various advocacy work regarding the legal framework of the healthcare industry.
- Advised a global pharmaceutical company on legal and regulatory matters arising from its daily operations, with a particular emphasis on TMT related regulatory compliance, including data protection, cybersecurity, digital marketing, corporate governance, and the rollout of digital transformation projects.
- Advised a telecommunications services on regulatory compliance and corporate matters in Vietnam, including emerging requirements applicable to cloud computing and data centre services under the evolving telecommunications regulatory framework.

Location & Information

Ho Chi Minh City

+ 84 24 3825 1428

Practices

Data & Technology / Cybersecurity & Data Privacy

Languages Spoken

Vietnamese / English

- Advising a multinational consumer and retail company on a range of legal matters related to its business operations, including partnerships and collaborations with banking and financial institutions, as well as the structuring and management of complex data privacy and data protection compliance issues.
- Advised a global technology company on legal and regulatory issues arising under newly enacted and evolving laws in Vietnam, and their implications for the client's operations and digital services, including social media and messaging platforms. The advice covered a broad range of regulatory regimes, including data protection and privacy, cybersecurity, advertising, artificial intelligence, and digital transformation–related regulations.
- Advised a global technology company on the implications of Vietnam's newly enacted Telecommunications Law and Decree No. 163/2024/ND CP guiding the Telecommunications Law for its operations and services. The advice also covered compliance with other evolving legal frameworks, including the Data Law, Personal Data Protection Law, Decree No. 147/2024/ND CP, Law on Advertising, AI Law, Cybersecurity Law, and Law on Digital Transformation.
- Advised an AI technology company on a range of corporate and regulatory matters, including the assessment of the AI Law and its implications for the client's operations and services. Our advice covered corporate governance and regulatory compliance obligations, including data protection, cybersecurity, digital marketing, and operational activities impacted by evolving technology, media, and telecommunications (TMT) related regulations.
- Advised a global social media platform on the implications of Decree No. 147/2024/ND CP, including content regulation and intermediary liability requirements applicable to its operations and services in Vietnam.
- Advised a global credit information and analytics company on the impact of Vietnam's data protection and privacy regulations on its business model, and assisted with regulatory risk assessment and compliance strategy development.
- Advised a global cloud services provider on regulatory assessments and advocacy submissions relating to draft digital regulations in Vietnam, including the AI Law and Law on Digital Transformation, and their implications for the client's operations and compliance strategy.
- Advised a global luxury fashion and retail company on data protection and privacy compliance, including regulatory guidance and compliance training.
- Advised a global online travel platform on regulatory compliance in Vietnam, including upcoming data protection and advertising regulations and the Draft AI Law.
- Advised a global cryptocurrency exchange platform on advertising / marketing compliance and the upcoming regulatory framework for crypto exchange in Vietnam.

- Advised a listed consumer goods and manufacturing company on data protection compliance through the design and delivery of tailored data protection training for key departments and leadership. The advice and training focused on practical compliance obligations, data governance, and risk awareness under Vietnam's evolving data protection legal framework.
- Advised a national stock exchange operator on legal matters relating to an IT services agreement with a foreign stock exchange technology provider, supporting the implementation of a new trading and market infrastructure system.
- Advised a global professional services and IT consulting company on legal and regulatory matters relating to the provision of IT related services in Vietnam, including the assessment of applicable compliance obligations for the proposed business activities.
- Assisted a venture capital fund into the technology sector with legal due diligence into Vietnam targets, negotiating the transaction documents and closing this deal. The due diligence and related advice and support include in particular identifying compliance with licensing and approval requirements, in particular as Vietnam continues to develop legal framework and approval and notification requirements around the digital economy. This could take the form of licenses or the ways that personal data is to be secured and managed.
- Advised a global interactive entertainment and gaming company on legal and regulatory matters relating to the proposed establishment of a legal entity in Vietnam to provide online game services, including G1, G2, G3, and G4 games, encompassing investment structuring, licensing, and regulatory compliance requirements.
- Advised a global interactive entertainment and game publishing company on legal and regulatory matters relating to software licensing and publishing coordination arrangements with locally licensed service providers in Vietnam, in connection with the lawful publication and operation of online and digital games in the Vietnamese market.
- Advised a global enterprise technology and cloud services provider on the implications of Decree No. 53/2022/ND CP guiding the Law on Cybersecurity for its operations and services in Vietnam. The advice included a compliance gap assessment and the development of practical compliance strategies to support the client's internal cybersecurity and regulatory compliance framework.
- Advised a Southeast Asia–focused venture capital fund on comprehensive legal and regulatory due diligence in connection with a proposed investment in a foreign incorporated technology company with operations in Vietnam. The scope of work covered regulatory, licensing, and compliance matters relating to online payment solutions, e commerce activities, and IT related services in Vietnam.

- Advised a global gaming technology and services company on legal and regulatory matters relating to its proposed business expansion into Vietnam to provide game related services. The advice covered market entry planning, regulatory and licensing considerations, and compliance requirements applicable to the provision of game services in Vietnam.