



## Rachana Rautray

Partner | 
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 Mumbai

### Practice Areas

Corporate

### Sectors

Technology, Media & Sports

E-Commerce

Gaming

Emerging Technologies: AI, Web3 & Virtual Reality

Private Equity

### About

**Rachana is a Partner in JSA's Technology, Media and Telecommunications (TMT) practice**, based in **Mumbai**, with close to a decade of post-qualification experience, she advises technology-led and data-driven businesses across data privacy and governance, payments and settlement systems, gaming, digital advertising, content regulation, artificial intelligence, and emerging technologies.

Rachana works closely with regulators and policy stakeholders on issues at the intersection of technology, data, and regulation, including privacy frameworks, platform governance, fintech and ad-tech business models, and responsible AI. Her experience includes advising domestic conglomerates and cross-border clients on ad-tech-specific issues such as data collection and tracking practices, consent and preference-management frameworks, intermediary obligations, and compliance with evolving privacy, consumer protection, and digital advertising regulations in India. She routinely supports clients in assessing complex data flows and responding to regulatory and policy-level queries in India's rapidly evolving digital ecosystem.

She is frequently invited to speak at leading industry forums and conferences, including platforms such as the *ET AI Summit*, as well as being recognized for her thought leadership in relation to data privacy by platforms, such as *Mondaq*.

## Experience

Key assignments that have been handled by Rachana amongst others, cover the following:

- Advising leading social networking intermediaries on legal/ regulatory challenges in deploying its GenAI Tools, including on account of issuance of take down notices by a regulatory or judicial body.
- Advising leading D2C platforms on restructuring their product/ service offerings in compliance with applicable e-commerce and payment regulations, such as settlement timelines applicable to merchants and/or vendors of merchants.
- Advising leading cryptocurrency exchanges on the regulatory implications arising out of their business operations in India, such as enabling F&O trades of cryptocurrency.
- Advising gaming platforms, on their launch of a real money gaming platform, including advising on laws relating to data privacy, gaming, and consumer related liabilities.
- Structuring cross-border data flows of leading electric vehicle businesses to align their data processing practices with data privacy laws in India and in the EU.

## Awards and Recognition

'Key Lawyer' for Data Protection, Legal 500

## Memberships

Bar Council of Maharashtra & Goa

## Publications

India Chapter of the 1st and 2nd Edition of "Blockchain & Cryptocurrency Regulation" published in 2019 and 2020, respectively, by Global Legal Insights in association with Holland and Knight LLP.

India Chapter of the Lexology Guide for regulations applicable to "Cryptoassets & Blockchain in India" in 2019 and 2020, respectively.

India Chapter of the International Comparative Legal Guides and the International Business Reports ("ICLG") on "Fintech Laws and Regulations" in 2020 and 2021, respectively, published by the Global Legal Group.

## Education

B.A.LLB National University of Juridical Sciences, Kolkata (2016)

## Languages Spoken

English

Hindi