

## 独家专访

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LECOCQASSOCIATE

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LECOCQASSOCIATE 董事总经理

### LPS: LECOCQASSOCIATE'S ADJUSTMENT 是什么?

lecocqassociate's Adjustment 服务是一家极具优势的线上名誉管理服务公司 (ORM)。我们生活在因特网时代，它主宰并控制着我们的日常商业和个人生活。当您有需要建立新的银行服务、和/或商业关系、或开展求职面试等，人们都会倾向于在搜索引擎上查找与您相关的具体信息，从而“更多”地了解您。

Adjustment 协助个人及公司机构等避免在管理以及开展银行业务、商业关系上所面临的各种困难，特别是在出现任何误导性、过时和不正确的数据方面上，这些数据出现或存储在作为严格合规要求一部分的全球 KYC 筛选数据库中。

### LPS: 什么让您脱颖而出?

市场上的许多 ORM 服务只在技术方面起作用，这意味着 ORM 专家监控个人或公司在各种社交媒体平台上的声誉，处理可能损害个人声誉的内容，压制负面搜索结果，并利用搜索引擎优化 (SEO) 技术将积极的一面展现出来。

lecocqassociate 拥有一支由律师、数据保护官员 (DPO)、研究人员、设计师、内容编写者和技术人员组成的完整团队，以确保从多个方面解决问题的根源。我们的律师和 DPO 深谙诽谤、数据保护，特别是通用数据保护条例 (GDPR)、机密性和其他隐私法的法律知识，就如何删除和/或修改搜索引擎结果和 KYC 筛选数据库上的虚假或侵入性信息提供建议，而这些仅靠 SEO 是无法做到的。

我们利用创新的方法和技术，为您的企业和/或个人事务的声誉需求量身定制战略和解决方案。

### LPS: 我们如何在这个领域上服务客户? 都包含了哪些步骤?

**正式开始:** 首先，我们进行 KYC 筛选并查看客户的互联网资料。然后，我们代表客户与筛选数据库进行协调，以接收客户的数据库资料。

**风险评估:** 然后，我们根据互联网或筛选数据库中客户资料的出现情况进行风险评估。

**战略制定:** 在进行风险评估的基础上，制定调整策略，以创建和管理客户的在线声誉。

**法律实施:** 运用谷歌的“被遗忘权”、欧盟关于 GDPR 的法规、本地数据保护法规、隐私权法规、与诽谤相关的法规以及其他民事权利，我们的值班律师与筛选数据库和网站托管商进行协调，以删除、更新和/或纠正误导性信息。

**技术实现:** 使用机器学习、网络智能、内容编写和反向搜索引擎优化技术，我们的技术专家团队能够识别和管理对客户在线声誉的威胁。

### LPS: 谁将是受益者?

因 KYC 筛选数据库和互联网上的错误、误导和/或过时信息而名誉受损的任何个人和/或公司将会是受益者。我们的 ORM 和法律团队可以帮助您更新和管理这些来源上出现的诽谤性和/或误导性信息，并减轻这些信息可能对您和/或您的业务造成的任何不利影响。

然而，我们也帮助那些希望在国外市场站稳脚跟的个人、家庭和/或公司，帮助他们建立在线业务，帮助交易对手“了解更多”。这对在新国家的就业、银行和商业关系以及活动都是有益的。

### LPS: 与 lecocqassociate 合作的理由是什么?

lecocqassociate 有 4 个办事处，总部设在瑞士，在马耳他、迪拜和阿布扎比有 3 个国际办事处，平均各有 40 名职员。我们为客户提供 4 个主要领域的建议：

监管金融，我们高度专注于金融/受监管实体、一系列加密平台和投资计划的设立、结构和运作。

私募股权和资本市场结构设计，涉及以下方面：为股东和企业的私募股权投资和资本市场交易提供咨询，进行并购尽职调查，合同起草和谈判；在企业的首次公开发行、上市、退市以及二次上市和私募等方面提供建议。

声誉管理和数据保护（我们在本次访谈的第一部分中讨论过），在这两个方面，我们向客户提供关于通用数据保护的欧盟指令和适用的数据保护法规的建议，以及为公司遵守数据保护法规标准制定的政策草案。

白领犯罪，我们代表客户处理国内和跨境金融犯罪案件，协助欺诈调查、追查和追回被挪用资产，以及国际刑事和行政事务。



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#### LPS: WHAT IS LECOCQASSOCIATE'S ADJUSTMENT?

lecocqassociate's Adjustment service is an online reputation management (ORM) service with an edge. We live in a time where the internet dominates and controls our day-to-day business and personal lives. When you meet develop a new banking and/or commercial relationship or proceed with a job interview, people are most likely to look up your name on search engines to "know more" about you.

Adjustment helps individuals and companies avoid facing difficulties in managing and conducting banking and commercial relations, particularly with respect to the appearance of any misleading, outdated and incorrect data appearing or stored in various KYC Screening Databases used globally as part of a strict compliance requirements.

#### LPS: WHAT MAKES YOU DIFFERENT?

Many of the ORM services in the market work only in the technical aspect which means that ORM specialists monitors an individual's or a company's reputation on various social media platforms, addressing content which risk damaging a persons reputation, suppressing negative search results, and bringing positive ones into light using search engine optimization (SEO) techniques.

At lecocqassociate, we have a full team of lawyers, Data Protection Officers (DPO), researchers, designers, content writers, and techies that go above and beyond to ensure that the root of the issue is dealt with on multiple fronts. Our lawyers and DPOs who are well versed in legalities surrounding defamation, data protection, in particular, the General Data Protection Regulation (GDPR), confidentiality, and other privacy laws to advise on how to remove and/or modify false or intrusive information on search engine results and KYC Screening Databases that SEO alone cannot do.

We make use of innovative methods and technologies to build strategies and solutions tailored to your reputational needs, for business and/or for personal matters.

#### LPS: HOW DO YOU HELP CLIENTS IN THIS AREA? WHAT ARE THE STEPS?

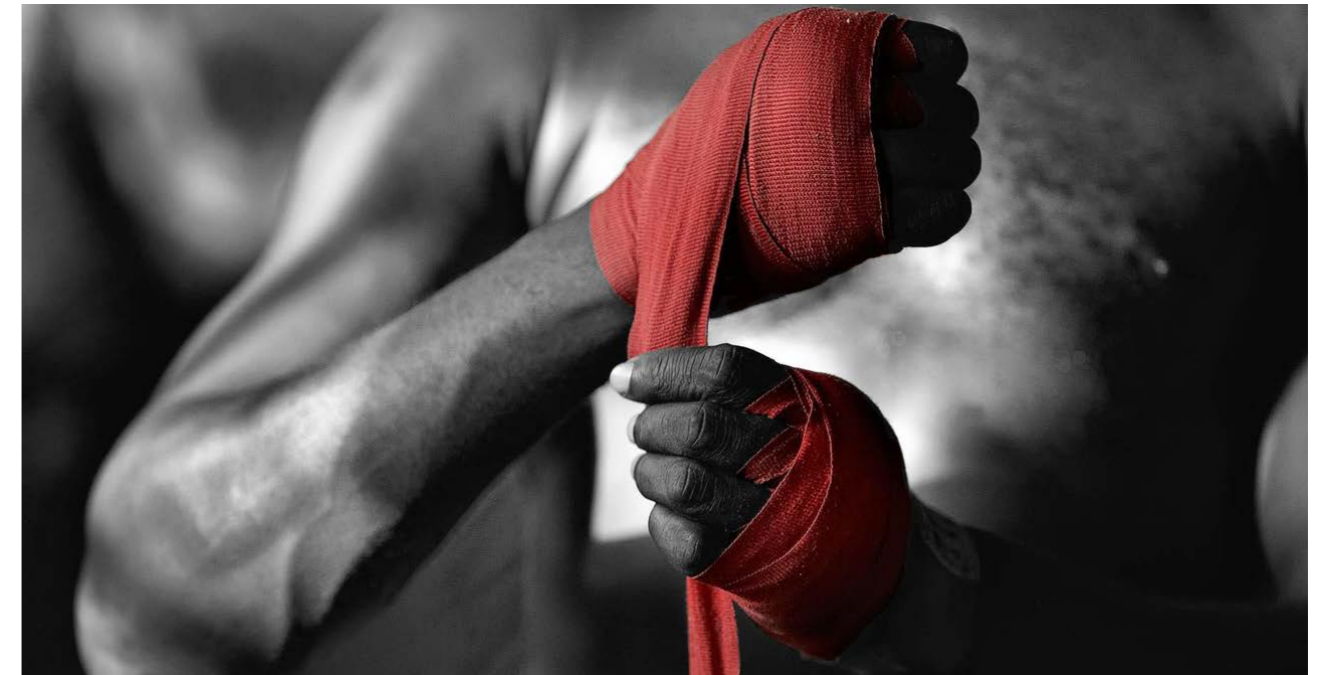
**Official commencement:** At first we conduct a KYC screening and review the client's internet profile. We then coordinate on behalf of the client with the screening databases to receive the client's database profile.

**Risk assessment:** We then conduct a risk assessment based on the appearance of the client's profile from the internet or the screening databases.

**Strategy:** On the basis of the risk assessment conducted, Adjustment strategies are drafted to create and manage the client's online reputation.

**Legal implementation:** Applying Google's Right to be Forgotten, the EU regulation on GDPR, local data protection legislation, privacy rights legislation, defamation-related legislations and other civil rights, our in-hour lawyers coordinate with the screening databases and website hosts to remove, update and/or correct misleading information.

**Technical implementation:** Using machine learning, cyber intelligence, content writing, and reverse SEO techniques, our team of technical experts identify and manage threats to the client's online reputation.



#### LPS: WHO WILL BENEFIT?

Any individual and/or company whose reputation has been damaged due to incorrect, misleading and/or outdated information on KYC screening databases and the internet. Our ORM and legal team can help you update and manage defamatory and/or misleading information appearing on such sources as well as mitigating any adverse impact it may have on you and/or your business.

However, we also help with individuals, families, and/or companies looking to get a foothold into foreign markets by building them an online presence to help counterparties "know more" about them. This can be beneficial in terms of employment, banking and commercial relationships and activities in new countries.

#### LPS: WHY SHOULD PEOPLE WORK WITH LECOCQASSOCIATE?

lecocqassociate has 4 offices, with a head office in Switzerland, and 3 international offices in Malta, Dubai and Abu Dhabi and counts an average of 40 fee earners. We advise clients in respect of 4 main fields:

Regulatory finance, where we are highly specialised in the set-up, structuring and functioning of financial/regulated entities, a range of crypto platforms, and investment schemes.

Private equity and capital market structuring, in areas relating to advising shareholders and undertakings in their private equity investments and capital market transactions, conducting M&A due diligences, drafting and negotiation of contracts, advising companies on initial public offerings, listing and delisting of companies as well as on secondary issues and private placements.

Reputation management, which we discussed in the first part of this interview, and data protection, where we advise clients on the EU directive on General Data Protection and applicable data protection legislation, as well as draft policies for companies to comply with data protection regulatory standards.

White-collar crime, where we represent clients in both domestic and cross border cases in financial crimes, assist with fraud investigations, tracing and recovery of misappropriated assets, and international criminal and administrative matters.

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