



## Bruce McWilliam

Counsel  
Toronto

416.865.7214  
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### education and year of call

- Called to the Ontario bar - 1985
- Osgoode Hall Law School, LLM (e-business law) - 2008
- University of Toronto, JD (gold medalist) - 1983
- University of Waterloo, B.A.Sc. (Electrical Engineering) - 1978

### practice areas

business law  
fintech  
privacy and data protection  
compliance  
technology  
licensing  
privacy and data protection  
e-commerce  
social media  
outsourcing  
negotiated transactions  
cybersecurity

### industries

information technology  
telecommunications  
automotive manufacturers and distributors  
pharmaceuticals  
cleantech

### profile

Bruce practices in the firm's Corporate/Commercial Group with an emphasis on technology and telecommunications law matters. He regularly provides advice and assistance on the contractual and regulatory aspects of the acquisition, transfer and utilization of technology, including information technology systems, telecommunications and electronic commerce. He also has significant experience in dealing with commercial agreements, including joint ventures and co-ownership agreements for real estate and other types of projects. Prior to his legal career, Bruce practiced for 2½ years as a professional engineer doing systems analysis and software development for navigation and remote sensing systems.

### directorships and professional associations

- Past Director of the Mississauga Technology Association
- Toronto Computer Lawyers Group
- Canadian Bar Association
- Professional Engineers — Ontario

### representative matters

- preparation of a proposal and negotiation of agreements for the design, build, finance and maintenance of a provincial Chronic Disease Management System – Portal and Registry Project
- advice on the RFP, project agreement and related documents for the design and build of a provincial Medication Management System - DIS and ePrescribing Project

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- advice and contract preparation for a provider of integrated e-shopping systems
- advice to a financial services firm on retention of records in electronic form
- advice re privacy and other aspects of a biometric authentication system
- advice to an outsourcing service provider on agreements with various customers
- advice to a Canadian distributor of a US-based real-time financial markets webcast
- acted for a major financial institution in the sale of its interest in an electronic payment delivery system, and advice and negotiation in connection with ongoing electronic payment services
- acted for providers of products and services in various sectors in establishing websites, including providing advice on website terms and conditions, e-commerce terms and conditions and privacy policies
- acted for a provider of a computer-based point of sale services on a marketing agreement for related point of sale technology
- acted for a major financial institution in the sale of its payroll technologies business, and the negotiation of an ongoing services agreement between the parties
- acted for a major Canadian financial institution in the sale of its corporate and purchasing card business to a large US bank, and the negotiation of an ongoing services agreement between the parties
- preparation and negotiation of a product development and manufacturing agreement for the supply of multimedia set-top boxes
- Canadian and US public offerings for technology and telecommunications companies
- sale of the data communications business of a large Canadian carrier
- preparation of domestic and international service agreements for voice, data, satellite and Internet services

## awards and rankings

- Recognized by *Best Lawyers in Canada (2020)* as a leading lawyer in the area of Technology Law
- Recognized by *Best Lawyers in Canada (2019)* as a leading lawyer in the area of Technology Law
- Listed in *Best Lawyer in Canada (2018)* as a leading lawyer



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in the area of Technology Law

## publications

### **June 2017**

Change is in the Airwaves: CRTC Expands the Wireless Code of Conduct  
Telecommunications and Technology Bulletin

### **2015**

The Internet: Laws and Regulatory Regimes  
(Canadian Chapter)  
JURIS Publishing (formerly Yorkhill Law Publishing)  
2008 - 2015

## presentations

### **November 14, 2017**

Cloud Computing  
McMillan's Second Annual Privacy, Cybersecurity and Data Protection Seminar, Toronto, Ontario