

Avrati Srivastava

[Attorney & Founder, [Ritak Chambers](#) | avrati@ritakchambers.com | B.L.S. LL.B. - GLC, Mumbai | CIPP (E)]

I. CERTIFICATIONS & TRAINING:

- a) Certified Information Privacy Professional (Europe) - International Association of Privacy Professionals (IAPP).
- b) Future Leadership Development Programme - Chareon Pokphand Leadership Institute (C.P.L.I.), Chareon Pokphand (C.P.) Group, Thailand.

II. AREAS OF PRACTICE:

Information Technology | SaaS | Data Protection & Privacy | Intellectual Property & Licensing | Employment Law | Marketing & Advertising Law | Corporate Commercial | Startup Advisory | Dispute Management | Content | Social Media | Leasing & Rentals | FSSAI & Legal Metrology

III. SELECT EXPERIENCE STATEMENT:

a) Legal Counsel to Technology & SaaS Enterprises

Advised and led legal operations across high-growth startups and global Software-as-a-Service (SaaS) platforms, including Coralogix (Observability), One Impression (Influencer Marketplace) and Great Learning (Ed-tech), providing end-to-end support on commercial contracts, product interface, data protection, intellectual property (IP) management, employment, marketing, and compliance matters across jurisdictions.

b) Startup Legal Setup & Leadership

Established and scaled legal functions for multiple technology and cash-and-carry startups, developing legal governance frameworks, contract automation, management systems, and compliance programs, enabling operational scalability, risk mitigation, and faster business turnaround.

c) Drafting & Implementation of Website Terms, Policies & Other Public-Facing Documentation

Drafted, reviewed, and implemented comprehensive sets of public-facing legal documents for technology and product companies, including Website Terms of Use, Subscription Agreements, End-User Licensing Agreements (EULAs), Privacy and Cookies Policies, Data Processing Agreements (DPAs), Service Level Agreements (SLAs), Artificial Intelligence (AI) Usage Policies, Vendor Codes of Conduct, Legal Guides, and Frequently Asked Questions (FAQs). Automated processes for publication, acceptance, and applicability of such policies across customers, vendors, and business partners, ensuring enforceability, operational efficiency, and compliance with applicable global standards.

d) Data Protection & AI Governance

Specialized in data privacy and product compliance, advising on General Data Protection Regulation (GDPR), The Digital Operational Resilience Act (DORA), California Consumer Privacy Act (CCPA), and Indian data protection frameworks including Digital Personal Data Protection Act (DPDPA) and Information Technology Act (IT Act). Spearheaded the design and implementation of Privacy Policies, DPAs, and AI Governance Frameworks, ensuring ethical and compliant use of technology.

e) **Commercial Contracting & Strategic Advisory**

Drafted, negotiated, and standardized a wide range of agreements, including SaaS, licensing, partnership, non-disclosure, service-level, data processing, media and entertainment, event management, marketing, vendor, university program development, logistics, warehousing, and lease agreements. Built contracting playbooks and legal Standard Operating Procedures (SOPs), incorporating risk and approval matrix to align legal operations with business objectives and go-to-market strategies.

f) **Intellectual Property & Brand Protection**

Managed IP portfolios, including trademark registrations, infringement actions, and integration of IP safeguards within product, content, and marketing workflows. Advised on fair use, advertising, and brand compliance under Indian and global legal regimes.

g) **Food Safety & Standards Act, Legal Metrology & Marketing Compliance**

Advised a leading cash-and-carry enterprise on compliance with Food Safety and Standards Act (FSSA) and Legal Metrology provisions for its stores across the National Capital Region. Drafted and reviewed food labels for the company's in-house and imported products in accordance with the applicable food safety, packaging, and weights and measures laws. Drafted and negotiated master supply, logistics, and warehousing contracts, including comprehensive legal advisory on marketing and promotional compliance for FMCG and retail operations, primarily display and storage of products in stores, ensuring alignment with the applicable food safety, consumer protection, and advertising regulations.

h) **Employment & HR Legal Management**

Developed employment policies and contracts; oversaw and assisted with dispute resolution and compliances under the Sexual Harassment of Women at Workplace (Prevention, Prohibition and Redressal) Act, including 'POSH' policies, processes, and trainings; and advised on employee relations as well as organizational processes, including employee onboarding, exit, and other Human Resources (HR) documentation.

i) **Regulatory, Dispute & Compliance Oversight**

Handled litigation and pre-litigation matters involving corporate, commercial, employment, non-compete, non-solicitation, food safety, legal metrology, IP (including infringement and take down actions), money recovery (including demand notices), consumer protection, and real estate issues. Guided cross-functional teams on regulatory alignment, advertising standards, and consumer protection compliance.

j) **Operational Efficiency through Legal Technology**

Implemented legal AI tools, Contract Lifecycle Management (CLM) systems, e-signature platforms, and centralized legal repositories to automate document execution and improve transparency, governance, and business enablement.

k) **Cross-Domain & International Exposure**

Advised and collaborated with teams across Asia Pacific, Middle East, North America and Europe on contracting, legal operations, compliance management, and strategic business alignment. Liaised with global privacy, HR, finance, sales, marketing, and product teams for harmonized policy implementation and project completion.