

Rob Pulham

Special Counsel

Melbourne
+61.3.9640.4414

rob.pulham@klgates.com

OVERVIEW

Rob Pulham is an experienced corporate advisory and transactional lawyer with an active technology and privacy practice representing companies in the energy, manufacturing, mining, retail, health and financial services sectors, as well as government and not for profit organisations. He has extensive experience advising customers and vendors in the technology industry, with particular focus on software licensing, data privacy and protection, and systems integration projects. In his role as a senior corporate lawyer, Rob reviews organisational policies and practices regarding data privacy to identify key risks, develops and implements strategies to mitigate privacy and cybersecurity risks, and advises clients in the investigation of, and response to, data breaches.

Rob also serves as a strategic advisor to his clients, regularly advising on large outsourcing and technology procurement matters including negotiating software licensing terms with ERP and CRM vendors such as Oracle, SAP and Salesforce, and on major systems integration transactions. He advises his clients on all facets of their technology practices, procurement and needs, including key technology procurement requirements and licensing issues (acting for both customer and service provider clients), marketing and advertising in compliance with Australian competition and consumer laws, website content and terms of use, and general commercial intellectual property and software licensing matters.

PROFESSIONAL BACKGROUND

Prior to joining the firm, Rob spent many years at a top tier national Australian law firm, working primarily in the firm's intellectual property and technology team. He has also gained valuable in-house experience working on various substantial client secondments including with the Victorian Bushfires Royal Commission, and with clients in the banking, food and beverage manufacturing and health sectors.

ACHIEVEMENTS

- Recognised by *The Legal 500 Asia Pacific* as a Recommended Lawyer for IT and Telecoms in Australia, 2024-2026
- Listed in *The Best Lawyers in Australia*™

- Information Technology Law, 2020-2027
- Outsourcing Law, 2027
- Privacy and Data Security Law, 2026-2027

PROFESSIONAL / CIVIC ACTIVITIES

- International Association of Privacy Professionals member
- Victorian Society for Computers and the Law member

EDUCATION

- LL.B., Monash University, 2006 *(Honours)*
- Bachelor of Business Systems, Monash University, 2003

ADMISSIONS

- High Court of Australia
- Supreme Court of Victoria

THOUGHT LEADERSHIP *POWERED BY HUB*

- 19 August 2026, "Breaches Will Occur. Preparedness Helps You Contain Them": Five Eyes Releases Statement on AI and Cyber Risk
- 18 August 2026, Australian Privacy Commissioner Finds Health Firms Track Patients' Searches Without Obtaining Consent
- 17 August 2026, Capture the Flag, Capture the Company Data
- August 2026, Global Data Protection Insights
- 10 August 2026 , OAIC Publishes Updated Guidance on Facial Recognition Technology for Australia
- 16 June 2026, An AFS Licensee First: Receiving an Order to Pay AU$2.5 Million for Cybersecurity Failures
- April 2026, Global Data Protection Insights
- February 2026, Australian CPD Series 2026: Developments in Privacy Law and Cyber Security Expectations
- 9 February 2026, Mixed Blessings: Decision on Appeal by Bunnings Against Privacy Commissioner's Determination Re the Use of Facial Recognition Technology
- 16 January 2026, Australia's Privacy Regulator Beginning 2026 With Its First Compliance Sweep

- 10 October 2025, Australian Clinical Labs fined AU$5.8 Million for 2022 Medlab Data Breach in an Australian First
- 8 October 2025, New Zealand Privacy Law Amendment Act Passes
- 3 September 2025, Age Assurance Technology Reaches Maturity
- 26 August 2025, Australian Privacy Law Reform Tranche 2: The Time for Conversation is Over
- 23 June 2025, Privacy Awareness Week 2025
- 12 June 2025, Pay the Price, Now ‘Fess Up': Reporting Obligations for Ransomware Payments Are Live
- February 2025, Australian CPD Series 2025
- October 2024, Cyber Day: Session 1–Privacy Regulatory Reform–Ensuring Organisational Readiness
- October 2024, Cyber Day: Session 2–Employment Laws and Expected Privacy Reforms
- October 2024, Cyber Day: Session 6–Litigation–Statutory Tort and Direct Rights of Action
- October 2024, Cyber Day: Session 7–Artificial Intelligence (AI)
- October 2024, Cyber Day: Session 1–Privacy Regulatory Reform–Ensuring Organisational Readiness
- October 2024, Cyber Day: Session 2–Employment Laws and Expected Privacy Reforms
- October 2024, Cyber Day: Session 6–Litigation–Statutory Tort and Direct Rights of Action
- October 2024, Cyber Day: Session 7–Artificial Intelligence (AI)
- 1 October 2024, The New Australian Statutory Tort for Serious Invasions of Privacy–What Does It Currently Look Like?
- 12 September 2024, Australian Privacy Law Reform – The Wait is (Almost!) Over
- 26 August 2024, Privacy Reform Bill Just Around the Corner
- 13 August 2024, Australian Privacy Reform Series Refresher: What Are These Reforms?
- 12 August 2024, Disclosure Obligations for Cyber Ransom Payments: A New Cyber Security Act is Coming
- 29 July 2024, Modern Adtech Regulated Under Antiquated Law: How Video Killed the Internet Star
- 26 July 2024, Security of Critical Infrastructure–Adoption of Cyber Security Framework and Mandatory Reporting Deadline Approaches While the Regulator Moves From "Education" to "Enforcement" Mode
- 24 July 2024, ASIC and OAIC's New Information Sharing MoU: What You Need to Know
- 18 July 2024, 9,948,575,739 Reasons to Change Your Passwords now
- 10 July 2024, AI's Next Frontier: The New Voice of Scam Calls?

- 22 May 2024, New Guidance Released for Australian Listed Companies on Continuous Disclosure Obligations During a Cyber Incident
- 21 February 2024, Australian CPD Series 2024
- 21 February 2024, Australian CPD Series 2024: Preparing for Privacy Law Shake-up and Staying Across Cyber Developments: Our Privacy and Cybersecurity in-brief for 2024
- 21 February 2024, Australian CPD Series 2024
- 21 February 2024, Australian CPD Series 2024: Preparing for Privacy Law Shake-up and Staying Across Cyber Developments: Our Privacy and Cybersecurity in-brief for 2024
- 14 November 2023, A Statutory Tort for Serious Invasions of Privacy?
- 13 October 2023, Australia's Privacy Framework Set to be Revamped Following the Government's Response to the Privacy Act Review Report
- 22 June 2023, Australian Government Contemplates Asimov's Omnibus
- 16 June 2023, Australia: Regulating AI in Australia–Emerging Issues
- 5 May 2023, Privacy Awareness Week Part V—Return of the Privacy Policy
- 4 May 2023, Privacy Awareness Week Part IV—Privacy Priorities
- 3 May 2023, Privacy Awareness Week Part III—The Importance of Being Privacy Prepared
- 2 May 2023, Privacy Awareness Week Part II—Get in the Know and Get Privacy Right
- 1 May 2023, Privacy Awareness Week Part I—The State of Play
- 27 April 2023, Proposed Cyber Ransom Bans Predicted to Cause "Catastrophic Damage"
- 24 April 2023, Optus Faces the Mother-of-All Data Breach Class Actions
- 21 April 2023, Banks and Hackers: Security Amongst Entities
- 14 March 2023, Facebook's Face-Off With the OAIC to Proceed Says High Court of Australia
- 8 March 2023, Good Report Card but Data Breaches Are Up, With No Sign of Letting Up
- 6 March 2023, Privacy Reform is Here: It's Time to get Your House in Order!
- 5 March 2023, Australia to be the Most Cyber Secure Nation?
- 3 March 2023, Breaking Down the Privacy Act Review Report #3: Removal of the Small Business Exemption
- 1 March 2023, Breaking Down the Privacy Act Review Report #2: Modifying the Employee Records Exemption
- 27 February 2023, Breaking Down the Privacy Act Review Report #1: More Personal Information to be Captured by the Act

- 16 February 2023, The Wait is Over: The Privacy Act Review Report Has Been Published
- February 2023, Australian CPD Series 2023: Session 5: 'Giddyup!', 'Get Your House in Order' and 'the Best Time to Start was Yesterday': Privacy and Cyber Security Risks are Rapidly Changing
- 14 December 2022, New Privacy Enforcement Act commences in Australia
- 2 December 2022, Australia Passes Privacy Legislation Amendment (Enforcement and Other Measures) Bill 2022
- 25 November 2022, Update From the Australia and New Zealand Privacy Conference and the Changes to Australian Privacy and Cybersecurity Laws
- 29 September 2022, Privacy and Cybersecurity Laws Expected to Undergo a Significant Overhaul in the Wake of Optus Data Breach
- 27 July 2022, New World Tech Fall Victim to Old World Tricks
- 1 July 2022, Attorney-General Mark Dreyfus Pledges Sweeping Data Privacy Reforms
- 24 December 2021, Critical Vulnerability: Vulnerability in Widely Used Open Source Software is Discovered
- 1 December 2021, Privacy Pandemic: Australians Losing Trust in Institutions' Use of Their Data
- 1 December 2021, Mask Off: Social Media Giants to Unmask Trolls or Risk Themselves Becoming Liable for Defamation Payouts
- 22 November 2021, And it's Here! China's New Privacy Laws Come Into Effect
- 8 November 2021, Facial Recognition Reversion – Facebook To Shut Down Facial Recognition System, Australian Regulator Cracks Down
- 24 October 2021, Good Practice – The Storage of COVID-19 Vaccination Certificates
- 18 October 2021, Ransomware plan of action
- 15 October 2021, Privacy Obligations When Collecting COVID-19 Vaccination Status
- 20 April 2020, From Revenge Porn to Big Data Breaches: NSW Opposition Introduces Bill to Redress "Serious Invasions of Privacy"
- 25 March 2020, COVID-19: (Australia) A Phishing Pandemic – Part I
- 20 March 2020, COVID-19: (Australia) Privacy in the Time of Coronavirus
- 21 June 2018, Amazon Unveils Plans to Provide Blockchain-as-a-Service
- 13 December 2017, Not Long to Go Until the New Notifiable Data Breach Scheme Begins
- 15 February 2017, On 13 February 2017 the Australian Government passed the Privacy Amendment (Notifiable Data Breaches) Bill 2017.

OTHER PUBLICATIONS

- "There's a breach," *Ragtrader*, February 2018
- Shhh, it's a secret, *Ragtrader*, July 2017

NEWS & EVENTS

- 18 August 2026, K&L Gates Advises Centuria and ResetData on GPU Transaction and MSA With CDC Data Centres
- 16 April 2026, More Than 80 K&L Gates Lawyers Across Asia-Pacific Recognised in 2027 Best Lawyers, Ones to Watch Editions
- 3 February - 19 February 2026, 2026 CPD Program–Australia
- 15 October 2024, Cyber Day–Cybersecurity and Proposed Privacy Reforms
- 13 February - 21 February 2024, 2024 CPD Program–Australia
- 7 February - 16 February 2023, 2023 CPD Program–Australia
- 10 August 2021, K&L Gates Acts for Dicker Data in AU$68 Million Acquisition
- 19 July 2021, K&L Gates Acts for Fintech Butn Limited on Pre-IPO and ASX Listing

AREAS OF FOCUS

- Data Protection, Privacy, and Security
- Mergers and Acquisitions
- Technology Transactions and Sourcing

INDUSTRIES

- Technology

EMERGING ISSUES

- Artificial Intelligence (AI)

REPRESENTATIVE EXPERIENCE

- Advising several clients in relation to procurement of Microsoft cloud-based software solutions and the impact of Microsoft's standard Australian contracting terms on the particular client's circumstances.

- Advising the largest generator of renewable energy in Australia on an ERP system including conducting parallel negotiations with enterprise software vendors (Oracle and SAP) for the software solution, developing the SI sourcing strategy and leading the SI services negotiations (which included a three vendor shortlist to meet our client's particular requirements).
- Advising the retail arm of an Australian energy provider in relation to negotiation of a Systems Implementation and Outsourcing Agreement and proposed software and services agreements for the blueprint, design and implementation (by Accenture) of their CRM/ERP Customer Experience Project using Salesforce CRM software and Accenture analytics software, including preparing the implementation services agreement and leading simultaneous negotiations with the two system implementor vendors (Accenture and CapGemini) and leading negotiations with the software vendor (Salesforce) as well as Accenture for its analytics solution.
- Reviewing privacy practices and policies for various clients and advising on required amendments to comply with recent reforms to the Privacy Act.
- Providing various advices to an Australian charity in relation to its privacy practices, including: o the adequacy of its agreements and processes to be adopted for conducting fundraising campaigns with the assistance of third parties, including issues regarding transborder data flows o collecting personal details and sending cards to individuals on behalf of other individuals o general spam and privacy issues regarding direct marketing via email using personal information collected from donors.
- Advising a health service provider in relation to the inadvertent disclosure of emails containing personal information of one individual to a separate individual.
- Advising a national healthcare provider in relation to its negotiation of terms for the design, provision and implementation of a cloud-based relationship management system.
- Conducting privacy presentations and training for a reseller in the Victorian utilities sector and assisting the reseller in designing its privacy reform project.
- Guided a Victorian government property development agency concerning its general privacy obligations under the Information *Privacy Act 2000* (Vic) and the *Health Records Act 2001* (Vic). Provided detailed advice about what impact the proposed use of cloud computing solutions would have on the agency's privacy obligations. Instructed client on its privacy obligations for promotional projects and information collection forms. Drafted general privacy policies, and privacy policies specifically in relation to telecommunication carrier licence obligations. Advised in relation to Victorian Privacy Commissioner audits.
- Assisting a Western Australian utility organisation to address aspects of its privacy reform project.
- Conducting due diligence reviews of organisations' information and communications technology spend, licences, services agreements and technology requirements, and advising clients on key risks in seeking to acquire or divest those organisations.
- Advising a Victorian state sporting club on compliance with privacy requirements when collecting and processing personal information provided to or from its associated clubs in relation to a software application being developed for use by supporters and other individuals associated with the clubs.

- Advising and negotiating agreements for a client in the online education sector in implementing an online customer relationship management system with Salesforce.
- Assisting business units and procurement teams at one of the major Australian banks to acquire technology systems and services, including website and applications development agreements and compliance with privacy laws, as part of secondments to the bank's internal technology legal team.
- Presenting to clients and industry, and advising a large number of clients, about the effect of the changes to the *Privacy Act 1988* (Cth) in March 2014, which were the most significant reforms since the Privacy Act was extended to cover the private sector in 2001.