

# Leonor Gambôa Machado

ASSOCIATE TECHNOLOGY, INNOVATION AND  
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Leonor is a member of the firm's Technology, Innovation and Regulatory team since January 2026.

Her practice focuses on advising clients on complex projects, primarily in the areas of Consumer Law, Data Protection and Technologies.

Leonor has been a researcher at NOVA Consumer Lab since 2021.

## Professional Experience

Before joining MFA Legal & Tech, Leonor worked at Cuatrecasas in the intellectual property, technology, media and telecommunications department, with more than four years of professional experience.

## Academy

- Guest Lecturer - Postgraduate Course in Consumer Law, NOVA School of Law

## Publications

She has authored several articles and co-authored several books on various technology topics, including the following publications:

- “Consumer Class Actions: A New Era of Advocacy”, NOVA Consumer Blog, 2025
- “The ‘Black Friday’ Phenomenon”, NOVA Consumer Blog, 2024
- “Self-service repair kits: sustainability and consumer (un)protection”, NOVA Consumer Blog, 2023
- “Protection of Vulnerable Consumers: Portuguese Law vs. EU Law”, Católica Law Review, 2022, (co-author)
- “Direct Marketing Electronic Communications: CNPD Guideline 2022/1”, NOVA Consumer Blog, 2022
- “The Main Issues for Companies Regarding the New Decree-Law No. 84/2021 of 18 October”, NOVA Consumer Blog, 2021
- Book “Practical Cases in Consumer Law - Vol. II”, Almedina, 2020 (co-author)

## Academic Qualifications

- Bachelor's Degree in Law, Faculty of Law, Universidade Nova de Lisboa
- Postgraduate Degree in Consumer Law, Faculty of Law, Universidade Nova de Lisboa
- Postgraduate Degree in Business Law, Faculty of Law, University of Coimbra
- Intensive course in Consumer Law and Alternative Dispute Resolution, Jurisnova
- Intensive course in Data Protection (GDPR), Jurisnova
- Certified Trainer, IEFP and DGERT

## Professional Associations

Admitted to the Portuguese Bar Association