



Natasya Amalia

Senior Associate

Background

Natasya Amalia is a senior associate at ABNR with a focus on **technology, media & telecommunications (TMT)** and **financial technology (fintech)**. Drawing on prior experience at a prominent international law firm and an advanced academic background in law and technology, she advises leading multinational clients on regulatory, transactional, and commercial issues in Indonesia's rapidly evolving digital economy.

Her TMT practice spans **data privacy and protection, e-commerce, cloud services, cybersecurity, digital content regulation, advertising, and online gaming**, as well as **telecommunications** and **intellectual property** issues involving emerging technologies such as artificial intelligence. She is also highly experienced in drafting and negotiating technology-related commercial agreements for digital platforms and service providers.

In the **fintech** space, Natasya regularly advises on digital finance and payments regulation, including the structuring of business models and review of compliance frameworks for cross-border and domestic players. Her experience includes advising a major Indonesian e-commerce company on the establishment of its peer-to-peer (P2P) lending platform, as well as supporting a range of payment services providers and online lenders in adapting their models to comply with Indonesian financial services regulations.

Natasya earned her law degree in civil law from the University of Indonesia in 2016. In 2022, she obtained an LL.M. from the University of California, Berkeley, with a Certificate of Specialization in Law & Technology. While at Berkeley, she contributed regularly to the **Berkeley Law Technology Journal** and was an active member of the **Women in Tech Law** student society.

She also publishes on legal developments in the TMT and fintech sectors, including contributions to Chambers Global Practice Guides, Legal 500 and other international publications, covering topics such as personal data protection, cross-border data governance, digital lending, and AI compliance.



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