

“ amurabi

legal innovation by design





What if your users
wanted to read legal
documents and
processes?

Readable and understandable legal documents are no longer « nice-to-have »

And having user-centric contracts and notices is a competitive advantage:

Signals higher quality and innovative services to the market

Time gain means less costs, internally and externally

Transparency and better experience helps shifting the balance of powers

LEGAL INNOVATION BY DESIGN

User-Centric Restructuring

Based on user profiles
and user journeys

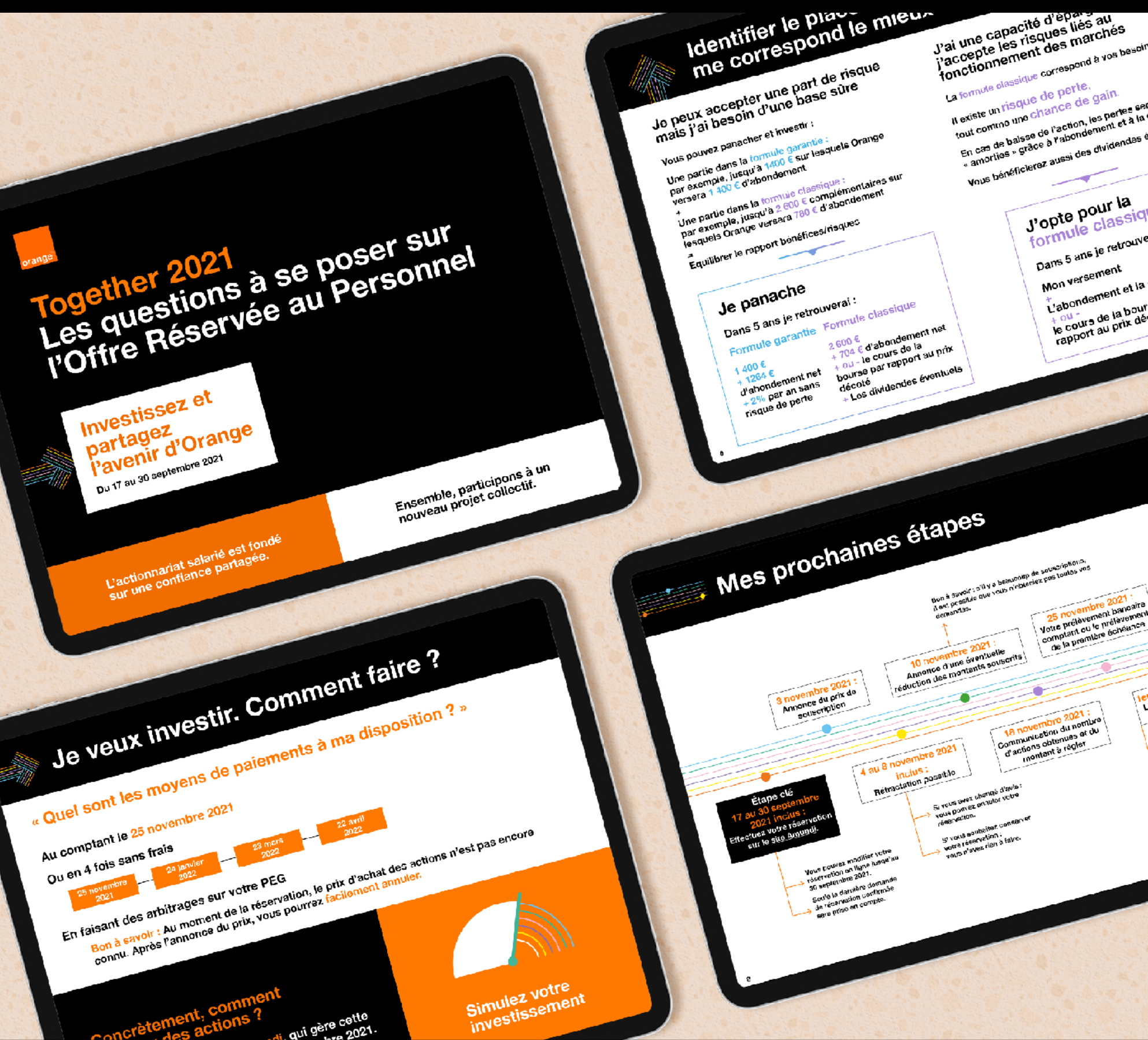
Neurosciences & Plain Language

To take into account humans'
cognitive limitations
Same scope and precision

UX, Graphic, Service Design

« Design is how it works, not how
it looks »

The value of legal design



-2h30

Per lawyer, per week
Contractual Process
Renault

/ 5

Number of call to hotline
divided by 5
Employee Shareholding
Plan
Orange

X 3

More one-off payments
by employees
New Employee
Retirement Plan
Orange

+92%

+ understanding
Data Privacy Policy
for teens
Activision

/ 4

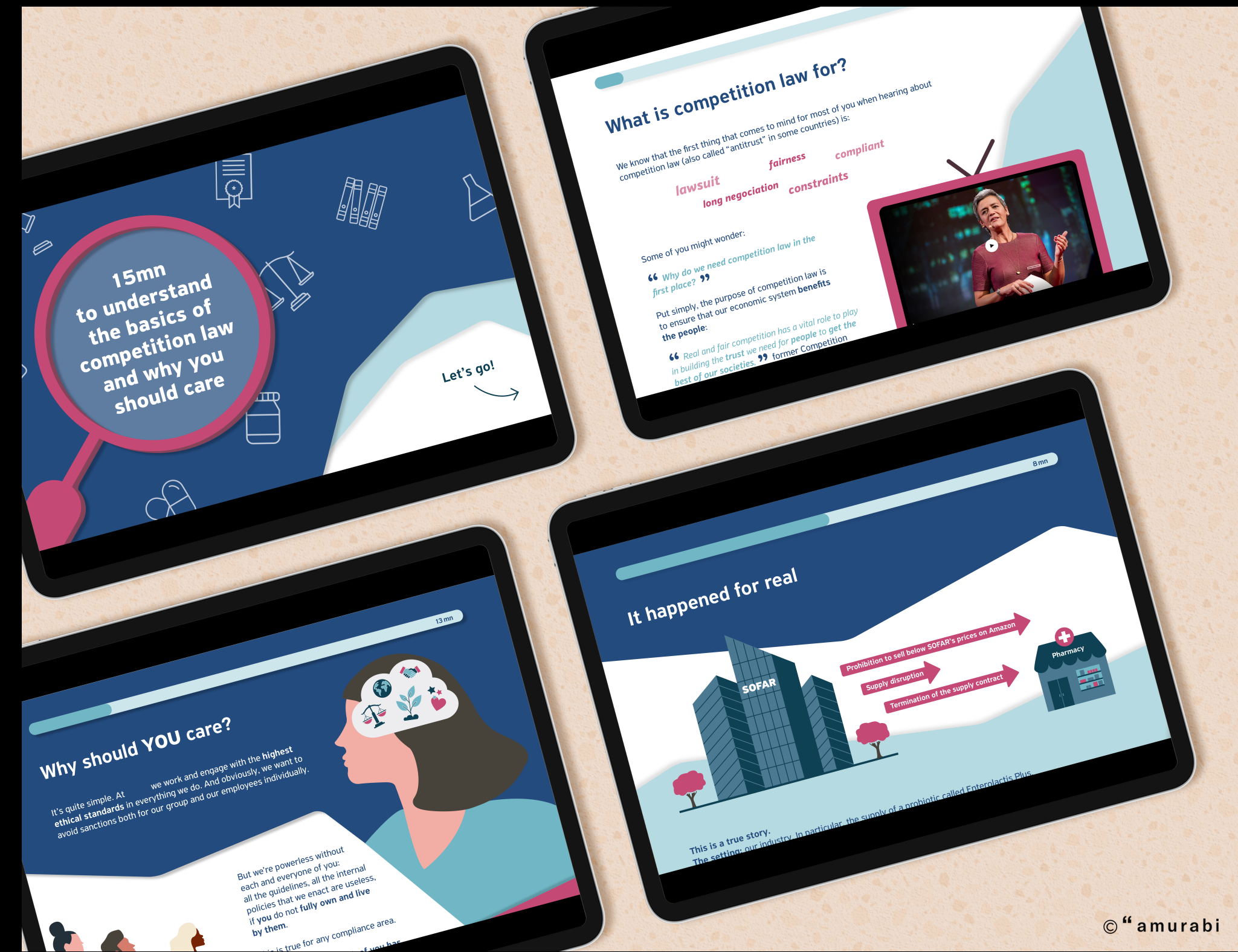
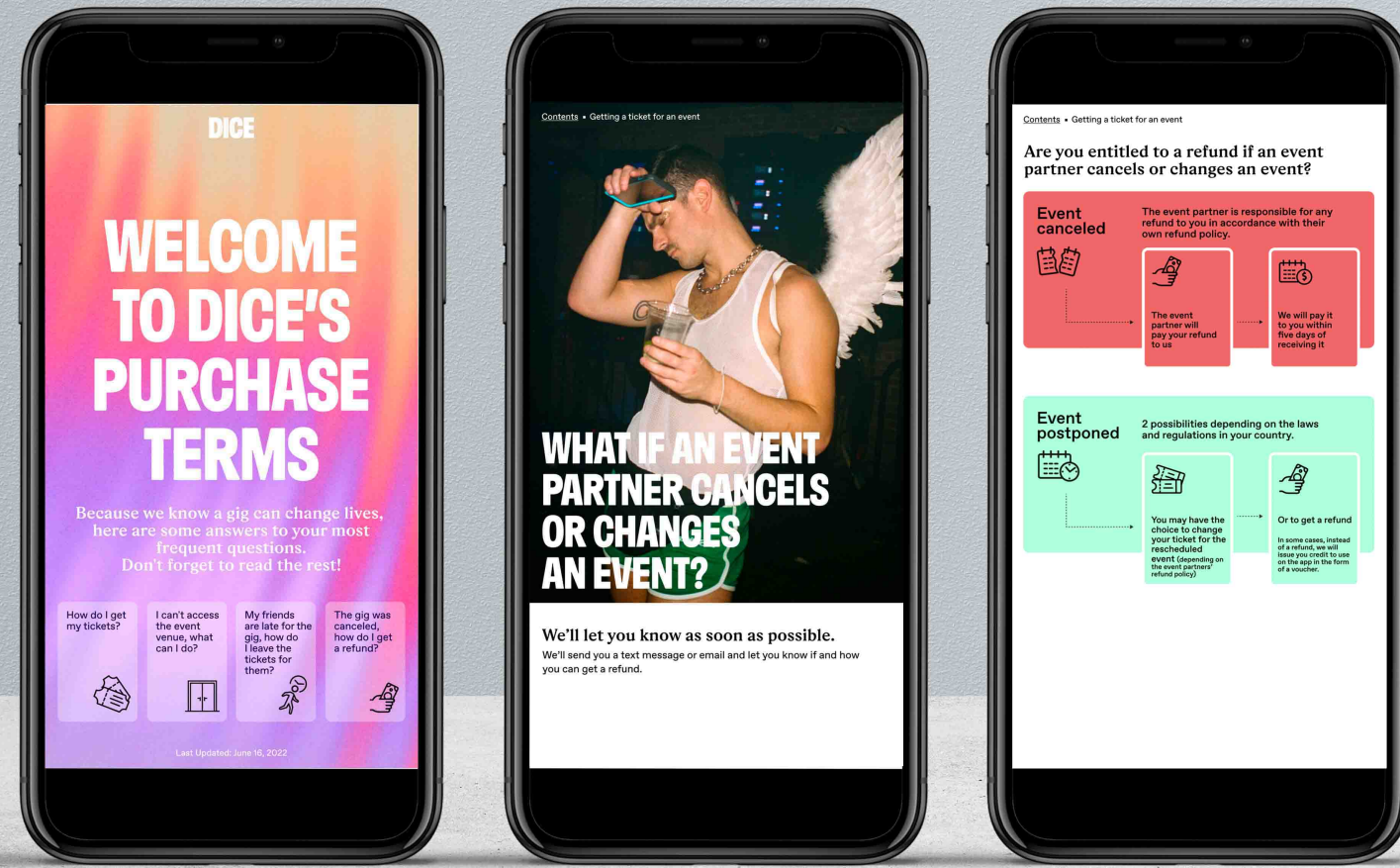
Partnership contract
negotiation time
Servier

X 7

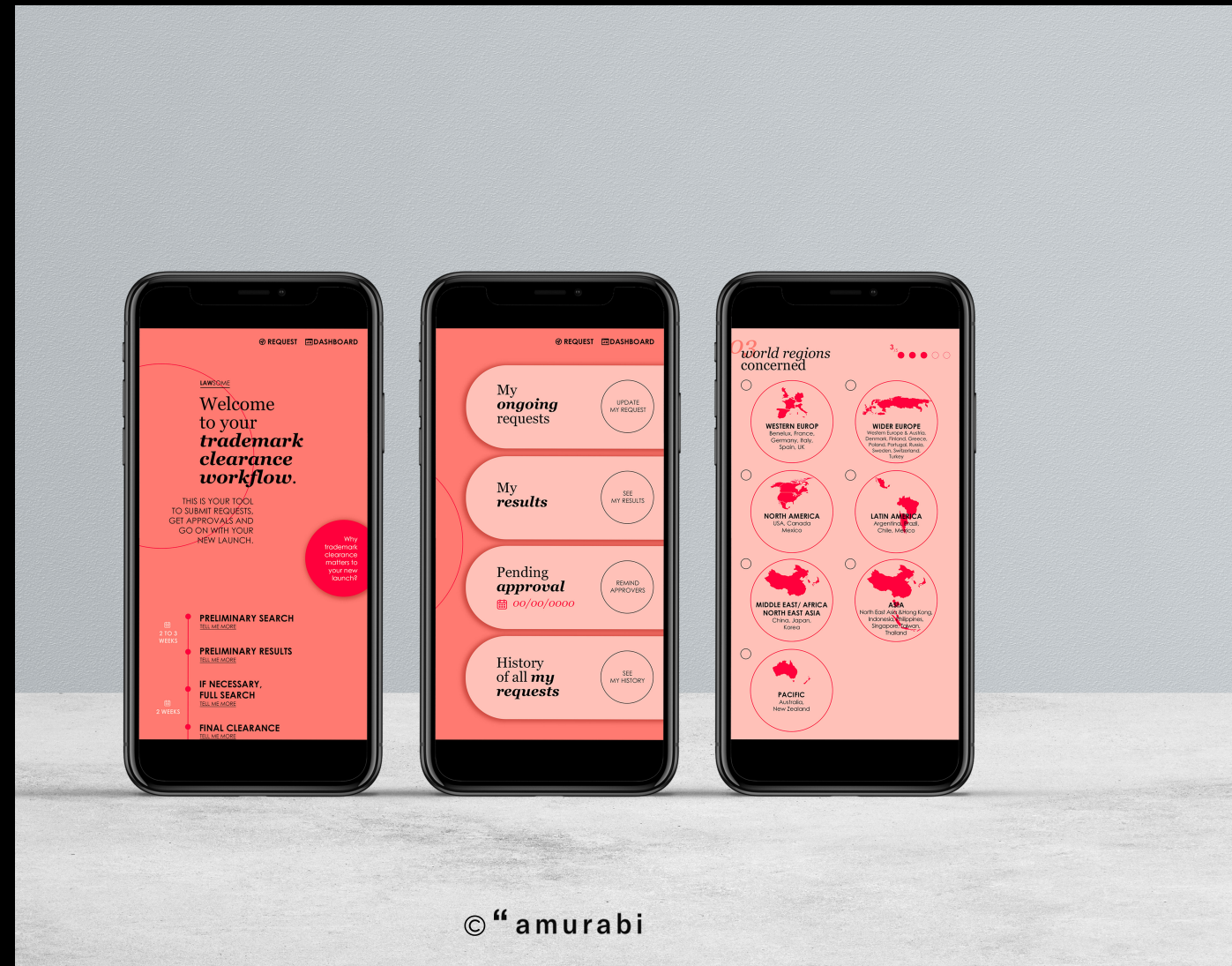
Average amount
payment per employee
New Employee
Retirement Plan
Orange

What do human-
centric documents
look like?

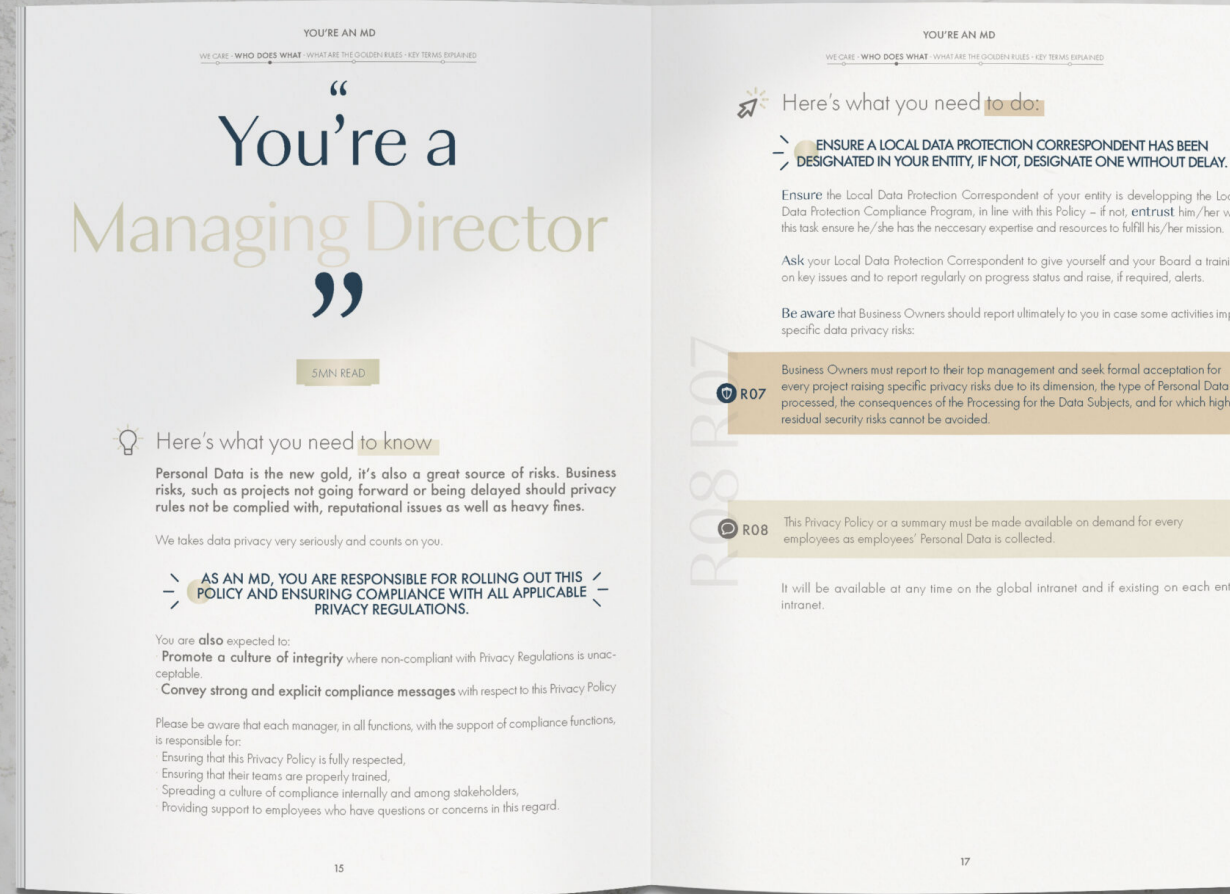
Some examples



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Redesign of a Privacy Notice

« Our CEO likes it so much he posted the new privacy policy on his socials. That's a first for a legal document! Huge thanks for Amurabi for stellar work and seamless collaboration. »

Willy Duhén, DPO at King

Redesign of a Global Internal Privacy Notice

« More than an interesting project, a powerful experience ! Thank you Amurabi Team for the expertise you shared with me. Ready to work on new challenges in the coming months! »

Maud Duquet, Group Global DPO at Moët Hennessy

Redesign of EMEA code of conduct

« Amurabi redesigned our anti-corruption EMEA code of conduct: it felt like the iPhone in the field of legal documents. »

Nina Moise, General Counsel Shiseido EMEA

Recognized expertise

Happy to be recognized as pioneers in legal design across Europe and in the US



INNOVATIVE LAWYERS 2021
SHORTLISTED
Innovation in Sustainability & ESG

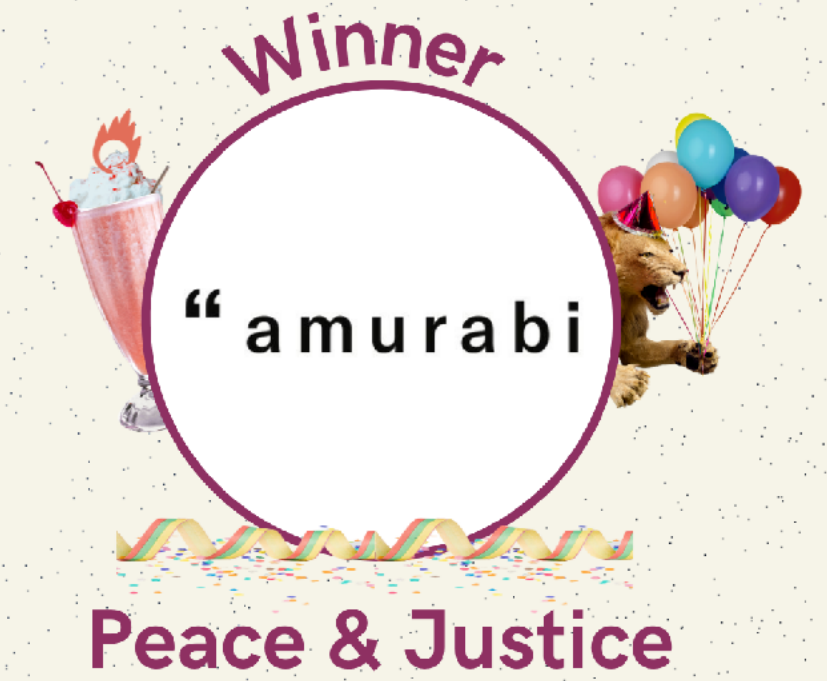
TROPHÉES
DU DROIT
P A R I S

Better Contract Design

★★★★★
Issued by
World Commerce & Contracting
valid until 08/23
id.worldcc.com/ido07a



2022 SHORTLIST REVEALED!
#PICCASOAWARDS



WWW.IMPACTSHAKERSAWARDS.COM



WINNER
Marie Potel-Saville

💡 MOST INNOVATIVE PRIVACY PROJECT

W@PRIVACY AWARDS

Recognizing outstanding women making an impact on privacy.

