GUSTAVO SANTANA

Attorney at Law

+55 21 3961 8571
+55 21 97614 1945
gustavo.santana@lickslegal.com

PRACTICE AREAS

- Banking and Capital Markets
- Corporate Advisory
- Data Protection & Cyber Security
- Litigation
- Regulatory
- Tech Law and Emerging Business Models

LANGUAGES

- Portuguese
- English

BIOGRAPHY

Gustavo Santana has been an attorney at law at Licks Attorneys' Rio de Janeiro office since 2026. Before joining Licks Attorneys, he worked at a prestigious Brazilian law firm specializing in corporate law, capital markets, investment funds, and administrative litigation. Since 2022, he has also been a researcher at the Research Collective on Advanced Studies in Regulation of the Brazilian Financial System (NEASF), affiliated with the FGV Law School. At Licks Attorneys, his work focuses on advising clients on complex regulatory issues related to tech law and emerging business models, providing legal analyses and risk assessments, as well as clarifying regulatory aspects of the Brazilian legal landscape.

AFFILIATIONS

- Brazilian Bar Association – Rio de Janeiro Section (OAB/RJ).

EDUCATION

- Master candidate, Regulatory Law, Getulio Vargas Foundation – FGV (ongoing);
- Bachelor of Laws (LL.B), Getulio Vargas Foundation – FGV (2024).

PUBLICATIONS

- What to expect from the Regulation of Digital Plataforms, Lexology, 2026;
- Mercados preditivos e a sina dos modelos de negócios inovadores no Brasil, JOTA, 2026;
- O dilema da regulação do uso de IA pelas instituições financeiras, JOTA, 2026;
- Entre a estabilidade e a inovação: a importância do equilíbrio na regulação financeira, JOTA, 2026;
- A obrigatoriedade da guarda da porta lógica de origem, JOTA, 2026;

- Da reação à prevenção: O caso Grok e a urgência do Safety by Design contra deepfakes sexuais, Migalhas, 2026;
- Sexual deepfakes on Grok: the importance of Safety by Design, Lexology, 2026;
- Cryptoassets and the Construction of New Regulatory Paradigms, NEASF, 2025;
- Bets e meios de pagamento no Brasil: desafios e alternativas regulatórias, JOTA, 2024;
- The Role of Supervision in Money Laundering Control within an Expanding Financial System, NEASF, 2024;