# ROY KEIDAR

Partner

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## EXPERTISE

Emerging Technologies and AI | Cyber and Data Protection | Blockchain and Crypto | Fintech | Gaming

## BIO

Roy Keidar is a partner at the firm and a leading figure in its Emerging Technologies and AI Department. He advises a wide range of clients – from innovative startups to established enterprises – on the legal and regulatory dimensions of operating in some of today's most dynamic and fast-moving industries.

Roy leads the firm's AI practice, guiding clients in the responsible and strategic adoption of AI tools while advising on governance frameworks, risk management, and compliance strategies. His work encompasses the ongoing analysis of international regulatory developments and the formulation of best practices in AI, commercial applications, and cross-border AI implications. He also spearheads the firm's effort in this space, identifying and implementing various AI tools that were integrated into the legal work, and working with management on the transformation of the firm into AI native.

Roy's practice covers the full spectrum of fintech, blockchain, cryptocurrency, and digital assets. He has been working closely with some of the leading companies in this space, both in Israel and internationally, providing legal advice on the structure, strategy and regulatory compliance for businesses acting in this space.

In addition, Roy has been leading the firm's cyber-security response team, serving clients with immediate response to cyber incidents, including pre and post incident consultation.

For foreign clients exploring business opportunities in Israel, Roy provides targeted legal counsel and advice on Israeli licensing requirements, regulatory compliance, and corporate and commercial matters.

Roy brings a distinctive combination of high-level government service and sophisticated private legal practice. He previously served as Legal Advisor to the Israeli National Security Council in the Prime Minister's Office and as an officer in the International Law Department of the Israel Defense Forces (IDF) – experience that provides him with a unique perspective at the intersection of law, technology, and national policy.

Roy is ranked by Chambers and Partners as a leading expert in Fintech & Emerging Technologies.

## EXPERIENCE HIGHLIGHTS

- Represented Backed Finance AG in its acquisition by Kraken.
- Serves as lead counsel to Bit2C, Israel's sole licensed cryptocurrency exchange, in its landmark license application to the Israel Capital Market, Insurance and

## CHAMBERS GLOBAL

*"Roy is a leading expert on crypto-related issues. He understands the technical and legal side very well. Roy also has a clear and deep understanding of the field, and goes into the technical details."*

*"Roy is extremely responsive and great to work with. I would recommend him for Israeli FinTech and blockchain related matters at any time."*

*"Roy is an extremely talented and experienced attorney in the blockchain sector. Working with him gives me peace of mind."*

**Education**

2008 Harvard University, Massachusetts | MPA

2001 The Hebrew University of Jerusalem | LL.M.

1997 The Hebrew University of Jerusalem | LL.B.

**Admission**

1998 Israel

**Additional roles**

Founding member, International Blockchain Lawyers Group (BLG)

Member of the Blockchain Lawyers Forum, Israel

Savings Authority.

Advises Tectona (TLV: TECT) on regulatory matters, including securing ISA approval for holding and managing digital assets.

Advised several companies in developing decentralized blockchain Layer-1 and Layer-2 protocols.

Represented Broom Brothers in its acquisition by Tectona.

Represented and Israeli famous singer in producing Israel's first blockchain-powered music concert.

Provided legal opinions to multinational exchanges and Fortune 500 companies on their blockchain operations in Israel.

Represented algorithmic trading companies and funds operating across traditional financial markets and crypto CeFi/DeFi environments.

Represented cyber protection companies in a joint acquisition by one of the Big Four accounting firms.

Represented various leading companies in real-time response to cyber incidents.

Served as a representative on several government-appointed national committees: the Eiland Committee (investigating the abduction of Gilad Shalit); the Lipkin-Shahak Committee (reviewing implementation of the Winograd Report following the Second Lebanon War); and the UN's Palmer Committee (inquiry into the 2010 flotilla incident).

## RECOGNITION

