



Erin Rubin

Partner, Technology

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Toronto

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Bar Admission: Ontario, 2016

Areas of Expertise

- Fintech
- Banking and Financial Services
- Technology
- Financial Services Regulatory
- Artificial Intelligence
- Commercial Technology
- Transactions
- Outsourcing
- Procurement

Erin’s practice is focused on complex commercial transactions involving technology products, services, business processes, and strategic partnerships.

As a trusted advisor, Erin supports financial institutions, retailers, emerging and high growth companies, and other enterprises in drafting and negotiating commercial agreements and conducting IT-related procurements. She regularly leads transactions in open banking, including data sharing agreements between fintechs and financial institutions, and has helped clients launch new financial products, expand into new lines of business, engage in high-value procurements, and enter co-branded credit card and other loyalty arrangements.

Erin has significant experience helping financial institutions interpret and adapt their contracting processes to changing regulatory requirements. She supports clients across industries to contract for products and services leveraging artificial intelligence. Erin is also regularly engaged by enterprises seeking to modernize their commercial agreements and procurement templates.

Erin advises on regulatory and legal issues in areas including artificial intelligence, data protection, open banking, licensing, and OSFI B-10 compliance.

Erin has been recognized as a Rising Star by IFLR and proudly co-leads the Osler Women Lawyers’ Network.

Awards and Recognition

- Recognized as a ‘Rising Star’ in Technology

—IFLR1000: RISING STARS AWARDS AMERICAS 2022

Community Involvement

- Girls eMentorship, Mentor (2021 – 2024)
- First Generation Network, Mentor (2020 – 2021)

Pro Bono

- Supporting a nonprofit family and children’s charity with negotiation of numerous technology contracts
- Supporting Dispute Centre Calgary with negotiation of its agreement for a Community Information Exchange platform

Other

- One of four Senior Associate participants in Rotman Business Leadership for Women Lawyers (April 2024)
- Co-Lead of the Osler Women Lawyers’ Network (2023-2025)

Credentials

Education

- Queen’s University, J.D.
- McGill University, B.A. (Honours, with Distinction)

Languages

- English

Professional Affiliations

- Canadian Bar Association

- Ontario Bar Association Information Technology and Intellectual Property Section, Member
- Canadian Technology Law Association (CAN-TECH), Member