

# Privacy & Data Group

As one of the largest privacy teams in Europe, we support many companies globally whilst being based across the UK. We have excellent relationships with privacy regulators around Europe, the United States, South America and Asia which means that we can provide the 'one-stop shop' you need to deliver a holistic global coverage of your data protection, direct marketing and information governance work. Due to the very nature of our global client base, our privacy and data team are expert in laws all around the world.

## What we do

Our full-service offering includes the full ambit of privacy and data compliance, direct marketing and information governance issues, including:

- A full outsourced DPO (Data Protection Officer) service, which few law firms can;
- All aspects of global privacy, including the implementation of Binding Corporate Rules
- Advising in relation to multi-jurisdictional breaches of the Privacy and Electronic Communications Regulations (PECR) in light of the proposed ePrivacy Regulation, and liaising with businesses to achieve commercial settlement of disputes.
- Managing global potential data breaches for our clients including assessment, remediation, damage and reputation protection and liaising with regulators, and managing claims
- Wider data protection and data security matters, including compliance plan risk assessment and action notification obligations, communications with the Information Commissioner's Office and other international regulators, as well as advising on changes to data protection policies and procedures.
- Strategic support on safeguarding data transfers internally within group organisations and externally with vendors and suppliers
- Thought leadership and know how advice about legal developments with pragmatic solutions
- Managing relationships with privacy regulators around the world
- Providing privacy contractual support to multinationals
- Advice and support on NIS obligations around Europe

## Recent deals

- Advising on **over 20 BCRs applications** (15 successful, 5 pending) including the world's first GDPR controller/processor BCR approved by the EDPB in summer 2020;
- Drafting Adtech (SSP) templates for a **UK national news and media company**;
- Negotiating a variety of cross-border data-related agreements for **some of the world's largest automotive companies**, including for the sale of global connected car data via an international data marketplace, integration of in-vehicle voice controls, data cleansing and enrichment, lead qualification, employee background checking and advertising (including social media) services.
- Producing template data transfer agreements (DTAs) for a **US-headquartered health data processor** with complex data flows across Europe relating to clinical trial support.
- Producing an SCC+ model solution to **address GDPR-equivalency risks raised by Schrems 2.0**;
- **Producing and maintaining breach policies**, providing tailored training including mock breaches;
- Updating the security controls and documentation for a **leading data centre provider** and assisting it to pass its ISO27001 audit;
- Supporting a **leading media company** with a 10,000-page employee DSAR relating to instant message history, involving the rapid deployment of IT equipment to allow for secure remote data extraction;
- **Supporting the customer care and HR teams of a variety of businesses** via data protection hotlines with dedicated inboxes, providing flexible ad-hoc support for DSARs and FOIA requests.
- Supporting two US multinationals on their global rollout of **CCTV cameras around the world**
- Assisting one large health care client on a **data privacy audit**

**WINNER**  
National firm of the year  
**THE LAWYER**  
Awards 2019

**The LEGAL**  
**500**  
UNITED KINGDOM  
**TOP TIER**  
2021

**TOP RANKED**  
Chambers  
**UK**  
**2021**  
Shoosmiths LLP

**LegalWeek**  
**Innovation**  
Awards 2020

**INVESTORS** | Gold  
**IN PEOPLE** | Until 2020