

# UK Regulatory | Privacy and Cybersecurity

Privacy by design, big data, the Internet of Things, wearables, AI, online behavioural advertising, data breaches—data privacy and cybersecurity continues to evolve. Regulatory growth continues to explode as emerging technologies disrupt and businesses operate in new ways. We practice at the forefront of legal developments in the UK and around the globe, helping clients in an ever expanding array of matters at the cutting edge of legal, policy, and technical work.

We help companies to navigate the regulatory landscape as they develop new technologies or change the way their business operates, and are there to handle data breaches when they arise. We are the firm of choice for companies seeking practical and forward-thinking guidance on cutting edge legal issues involving data privacy and cybersecurity. We cover all industry sectors, including technology, media, internet, life sciences, financial institutions, and consumer goods.

Our global reach allows us to be up to date with the subtle differences in compliance standards among the global regulators, and our relationships with regulators and policyholders means we see changes in the law coming before anyone else and can advise our clients on future-proofing their businesses and managing risk appropriately.

We know the EU General Data Protection Regulation (GDPR) inside and out. Our input was actively sought by the European Commission both as part of the policy formulation process and the drafting of the GDPR, and we have worked and continue to work closely with EU institutions which are part of the legislative process. Similarly, we have been involved in the development of Binding Corporate Rules (BCR) since the concept was first conceived and we assisted in securing the first ever authorizations by the regulators of Denmark and Ireland as ‘lead authorities.’

## Examples of our UK experience

- Liaising with policy makers and contributing to the legislative process, such as undertaking a research project on behalf of the ICO on worldwide data protection models; conducting a legal analysis of the EU-U.S. Privacy Shield; and conducting a detailed study of the EU ePrivacy Regulation.
- Liaising with the Enforcement Division of the UK ICO on behalf of a financial services client in respect of a security breach relating to customer personal data, clarifying with the ICO the implications of their publicly-stated approach to encryption.
- Advising on high-profile regulatory investigations in connection with the use of facial recognition technology at various UK locations.
- Advising a number of leading technology companies in connection with the effect of the GDPR on their activities and advising on the development of suitable privacy compliance practices such as ‘Privacy by Design’, the ‘Right to be Forgotten’ and the deployment of Privacy Impact Assessments.
- Advising a cloud computing company on almost all aspects of its privacy and cybersecurity activities, including issues relating to the GDPR and ongoing compliance, transactions and international data transfers.
- Advising one of the world’s largest telecommunications providers on the development and approval process of a set of Binding Corporate Rules (BCR) in its dual role as a controller and processor.
- Successfully defending a credit reporting agency against a purported UK High Court representative action on behalf of an alleged class of up to 15 million data subjects said to have been affected by a cyberattack.
- Represented an American global mass media conglomerate and its subsidiary in the investigation of and legal response to a data breach affecting 1.7 million individuals in the UK, U.S., and Canada.

## “ Clients say ...

“Hogan Lovells brings a tremendous amount of experience to bear when addressing our needs. They have specialists in almost every area of data protection law and have broad industry expertise.”

*Chambers Global*

“They are the best of the best... Absolutely stellar.”

*Chambers UK*

## Recognized for excellence

Data Protection & Information Law, Band 1, *Chambers UK*, 2021

Cybersecurity & Privacy Group of the Year, *Law 360*, 2020

Data Protection, Band 1, *Chambers Global-wide*, 2021

## Global Regulatory Contacts



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