

Alex Ford-Cox

Associate

London

Biography

Alex Ford-Cox works with clients across a range of sectors on complex privacy, data protection and marketing matters. His work includes advising on the impact of European and UK domestic law and regulation, and working closely with the firm's offices in Europe and the United States to assist clients in an international context. Alex provides advice on matters including complex data sharing and exploitation, marketing compliance and multifaceted contractual arrangements.

Alex has a keen interest in developing technologies and the ways in which data transforms legacy industries, especially mobility & automotive, advertising & marketing and connected devices.

Prior to joining Hogan Lovells in 2018, Alex was an associate in the data protection and privacy team at a leading technology law firm in the City. During this time, he was seconded to a leading international fashion retailer, delivering various elements of a pan-EU GDPR compliance project. Whilst training at a previous firm, Alex undertook a six month secondment at Volkswagen Group, one of the world's largest automotive manufacturers.

Representative experience



Phone

+44 20 7296 2000

Fax

+44 20 7296 2001

Email

alex.ford-cox@hoganlovells.com

Practices

Privacy and Cybersecurity

Industries

TMT

Areas of focus

AdTech

Data Protection

Technology Contracts

Workplace Privacy

Education and

Advising on risk assessment of major data analytics project for leading multinational

Advising on complex privacy, marketing and contractual implications of multi-brand loyalty scheme

Advising leading multinational in respect of Brexit data privacy considerations

Providing assessment of privacy risk in \$500m+ corporate transaction in pharmaceutical sector

Advising supply chain and property management clients in management of complex individual rights requests

Advising in relation to complex supplier data protection contractual matters

admissions

Education

LPC, Nottingham Law School, 2015

GDL, Nottingham Law School, 2014

Politics, University of Birmingham, 2013

Court admissions

England and Wales
