

Emily Reid

Partner
London

Biography

With over 30 years' experience, Emily Reid has built a reputation for delivering innovative ideas and solutions to the smallest and largest players in the fast moving payments, consumer finance, merchant acquiring and banking industries from FinTech start-ups to major banks and financial institutions. She has a wealth of experience in the law and regulation that applies to these firms as well as the rules that underpin payment schemes and other infrastructure. Emily's extensive experience enables her to collaborate on projects where technology is disrupting traditional relationships between banks and their customers, increasing competition and creating new products (e.g., open banking) where the potential for change is limited only by our imagination.

Emily's fundamental objective is to help build and maintain value for clients by ensuring that businesses comply with all relevant laws and regulations. But innovation is a feature of these industries and Emily is particularly recognized for her ability to think around corners. She uses her industry and legal knowledge to support the launch of new products and new businesses, to analyse how the regulatory framework applies to innovative products and to advise on how to approach regulators and legislators to get the best outcome for clients. She takes the same approach



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Languages

English

Practices

Financial Services

Managed Legal Services

Blockchain

Industries

Financial Institutions

Areas of focus

Authorizations and Variations of
Permission

when supporting clients on their day to day business needs, looking for solutions that combine integrity and simplicity.

Emily has worked on regulatory change and remediation projects for her entire career, including the implementation of consumer credit legislation (including successive reforms and the transfer to the FCA), the Payment Services Directive and the Consumer Rights Act. She is ranked in band 1 for payments and consumer finance (for which she is a *Chambers & Partners* 'Star Individual'). 'She is highly respected by peers and clients, who note that she is often the lawyer of choice for big-ticket transactions.' *Chambers UK*, 2016

Representative experience

Major projects for UK banks and card issuers on the implementation of the Payment Services Directive and the Consumer Credit Directive.

Advising on integration and other projects following various post credit crunch bank reorganisations and on intra-group transfers under Part VII FSMA.

Launch of Fintech companies, including Zopa, the world's first P2P lender .

Buying and selling debt portfolios (including advising on securitisations).

Conducting regulatory reviews and remediation projects for UK banks and lenders, and working with commercial and retail bank litigation team on bank charges litigation.

Awards and rankings

- Acritas Stars, *Acritas Stars Independently Rated Lawyers*, 2019-2020
- Banking and Finance: Bank Regulatory, *Legal 500 EMEA*, 2019

Banking Services

Consumer Finance

Dealing with Financial Services Regulators

FinTech

M&A, Business Transfers, and Restructuring in Financial Services

Payment Services

Product Distribution and Financial Institutions

Regulated Outsourcing and Financial Institutions

Education and admissions

Education

B.A., University College London, BA, 1980

Accolades

one of the foremost practitioners on payments law', with peers praising her knowledge and 'commercial approach.'

Chambers UK 2015

'regularly sought out by high-profile consumer finance groups to advise on their business-critical issues.'

Chambers UK 2015

Latest thinking and events

- News
 - Global Payments Newsletter, May 2020
- Insights
 - COVID 19: FCA publishes final temporary relief measures for motor finance and HCSTC agreements
- Press Releases
 - Hogan Lovells launches digital Covid-19 solution and interactive map for financial institutions
- News
 - Global Payments Newsletter, April 2020
- Insights
 - COVID 19: FCA consults on temporary relief proposals for motor finance and HCSTC agreements
- Insights
 - COVID-19: FCA confirms consumer credit temporary relief measures

She is recognised as 'one of the go-to people in the industry.'

Chambers UK 2015
