

DATA PROTECTION AND DIGITAL REGULATION

CAPABILITIES AND CREDENTIALS



Data protection and digital regulation

EXPERTISE

DATA PROTECTION AND DIGITAL REGULATION

GDPR and data protection law compliance: our team has significant experience advising on all aspects of data protection law covering multi-jurisdictional data privacy requirements.

EU Digital Regulation: we advise on laws governing all types of data use, including product security for connected/IoT devices, digital services and digital markets regulations and the new requirements for the re-use of non-personal data.

Corporate transactions and post-acquisition alignment: we advise on the acquisition and disposal of data-rich companies and assets, including on appropriate allocation of risks and required remediations.

Digital Assets/Fintech/Payment services: we are providing practical commercial advice to clients on open banking, data protection and cloud computing.

AdTech practice: our expertise includes advising on electronic direct marketing, use of Adtech tools for behavioural advertising, targeting through social media, apps and cookies.

CYBERSECURITY

Cybersecurity: we provide strategic advice in relation to information security and preventative measures that clients can take, including incident response planning, table-top exercises and training.

Incident management: we advise on cyber breaches, ensuring compliance with notification obligations, and assisting clients through the lifecycle of an incident working with technical experts to formulate robust response to breaches.

Investigations: we work with technical teams to support with investigations into information security incidents, providing clients with seamless incident response services. We also advise on the privacy implications of internal investigations and any monitoring that may be required.

Cyber litigation: we deal with claims (including class actions) related to a security incident, personal data breach or a cyber event.

Data subject rights and freedom of information: we have significant experience in responding to data subject access requests and complaints, drafting procedures, and handling freedom of information requests.

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ARTIFICIAL INTELLIGENCE

AI strategy and governance: we leverage our extensive governance and risk management expertise to advise clients on how to develop, implement and maintain an AI governance programme.

AI disputes: we advise on the different risks associated with AI technology and how they might give rise to liability, and on any disputes arising from the use of AI systems.

AI Regulation: our team evaluates new and existing guidance, regulations, rules and standards including engagement with regulators. We carry out gap analysis and benchmarking to assist your organisation with ensuring that it complies with applicable legal and regulatory requirements.

AI due diligence and procurement: we advise on the procurement of AI systems and appropriate contractual terms to adopt for developing and deploying AI, which includes third parties.



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EXPERIENCE

Abellio Transport Holdings: advised train giant Abellio on a group-wide data protection project in which new policies and procedures were drafted and implemented for Abellio's operating companies.

Cell Medica: advised the life science company on its GDPR compliance including reviewing its standard agreements, privacy policies and fair processing notices.

Volt Technologies: advised the global payments company on their GDPR compliance programme as well as advising on AdTech queries.

Global Consumer Goods Company: advised a household name on its use of generative AI in direct marketing, in particular its production of highly personalised ads for consumers, including children.

Encyclis: advised waste management group Encyclis on various data protection matters, including supporting on the production of DPIAs in relation to new processes to be established within the client's UK business operations, and updating notices to address these points.

Apax Partners: advised the global private equity advisory firm on building their AI governance framework including the upcoming legal and regulatory obligations that they may be subject to under the EU AI Act.

BTG Plc: advised the listed pharmaceutical client on its data protection compliance and preparations for GDPR implementation including preparing and implementing changes to supplier contracts and reviewing informal Consent Forms.

S&P Global: advised on a significant number and different types of data protection risks and issues arising within their global business.

Kroll: advised Kroll on the data protection aspects of acquisitions of cyber security service providers and on data protection in the context of several pieces of litigation and investigations.

Exscientia plc: advised on a wide-ranging data protection review for NASDAQ-listed Exscientia (an AI drug discovery company).

Athletics Clothing Company: advised this international clothing company on its online privacy, including its compliance with direct marketing and adtech law requirements, and its privacy disclosures to the athletes it sponsors.

Swire shipping: advised this shipping giant on several issues relating to the sharing of data within its international group. We undertook a data mapping exercise and to put in place appropriate safeguards for its international data sharing.

Clearing bank: advised our client in responding to a data breach which had resulted in hackers gaining access to substantial volumes of personal data of customers.

Mercer Marsh McLennan: advised the pensions and benefits administrator on various data-related projects.

Private equity fund: we were instructed to urgently advise our client on a data breach suffered by an investee company which had resulted in large volumes of personal data being compromised.

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AT A GLANCE

Stephenson Harwood is a law firm of over 1,400 people worldwide, including 210 partners. Our people are committed to achieving the goals of our clients – listed and private companies, institutions and individuals.

With our focus on developing strong personal relationships at every level, you get the right advice from the right person at the right moment. A team of people as committed to your success as you are, delivering clear advice that is set squarely in the real world.

ONE-STOP LAW FIRM

- + Commercial, outsourcing and technology
- + Competition
- + Corporate
- + Data protection and information
- + Dispute resolution
- + Employment, incentives and immigration
- + Energy transition
- + Environment
- + Finance
- + Intellectual property

- + Investment funds
- + Life sciences & healthcare
- + Maritime, trade and offshore
- + Pensions
- + Private capital and funds
- + Private client, trusts and fiduciary services

- + Private wealth
- + Projects, energy and infrastructure
- + Real estate
- + Regulation
- + Restructuring and insolvency
- + Tax



STEPHENSON HARWOOD

210+

partners

1,400+

people

80+

Top ranking for
individuals

8+

offices

35+

Languages spoken by
our staff

100+

Countries in which our
clients are based

LEGAL TECH/INNOVATION

- + **AI Vault:** platform designed to help you audit your business' AI assets with a dashboard overview of each tool.
- + **Incident Response Vault:** platform designed to empower businesses with tools and processes to effectively manage and respond to cybersecurity and data incidents.



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OUR TEAM OF EXPERTS



KATIE HEWSON

*Head of Data Protection
London*

+ katie.hewson
@stephensonharwood.com



JOANNE ELIELI

*Partner, Cyber Lead
London*

+ joanne.elieli
@stephensonharwood.com



SARAH O'BRIEN

*Managing Associate, Commercial,
Data and Tech, London*

+ sarah.o'brien
@stephensonharwood.com



MONICA MYLORDOU

*Associate, Commercial, Data and
Tech, London*

s+ monica.mylordou
@stephensonharwood.com