

SHOOSMITHS

Consumer

Shoosmiths' Credentials
June 2023

Meet the team



Felicity Forward

PRINCIPAL ASSOCIATE AND CONSUMER LEAD

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Consumer Specialism: Consumer Protection Legislation
Terms and Conditions
Website Compliance (including marketplace platforms)
E-Commerce Projects
Cancellation and Refund Policies
Global Consumer Protection Law Enforcement
Wide Sector Knowledge and Insight

Felicity leads a team specialising in consumer protection law, working with some of the most leading and iconic brands on high profile, business critical matters. She supports a range of clients, from start-ups to established multinational organisations on consumer contract compliance across a variety of sectors, having strong credentials in the retail, automotive and hotel space.

Felicity has extensive experience advising on consumer law considerations arising from clients' day-to-day commercial arrangements, including preparing consumer facing terms and notices, advising on marketing strategies, website compliance and e-commerce projects, and delivering in-house training workshops, to ensure fundamental consumer protection principles are adhered to. She is also regularly asked to advise clients on navigating complex and developing areas of consumer and e-commerce law, appreciating the importance of working closely with her colleagues in the Regulatory and Financial Services team, to provide seamless turnkey advice.

Felicity understands the importance of offering innovative legal solutions, to maximise a client's commercial opportunity whilst protecting against risk, to ensure clients stay ahead of the game in this constantly evolving sector.

Examples of Felicity's experience includes:

- advising Hilton Grand Vacations on global compliance with cross-border consumer protection and e-commerce laws, including the introduction of consumer law-compliant terms and practices for the client's global online operations.
- advising Briggs & Riley on consumer and e-commerce compliance aspects of their international online expansion in Europe.
- advising a Melbourne-based mobile ordering and payments platform in relation to its business model and customer terms to ensure consumer protection law compliance.
- advising various retail and food and beverage clients on the establishment of customer loyalty schemes.
- advising an American payment card and charge card provider on the regulatory classification of membership rewards, e-codes and gift cards.
- working with an automotive giant on the establishment of its first e-commerce sales channel.



Stephen Johnstone

PRINCIPAL ASSOCIATE

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Consumer Specialism: Trading Standards and Consumer Protection Legislation
Advertising and Marketing (CAP and BCAP Code compliance)
Price and Prize Promotions

Stephen is a specialist regulatory and compliance criminal defence lawyer. He advises companies, directors and individuals on regulatory and compliance issues across a range of sectors. Stephen specialises in non-contentious advice and has wide experience in advising on pricing practices (general and sales promotions), advertising and marketing (compliance with the CAP Code and BCAP Code), prize promotions (prize draws, competitions giveaways etc.) and customer loyalty schemes.

Stephen has advised various global retailers, manufacturers, hospitality, food & drink and automotive clients on an extensive range of consumer compliance matters, sales and prize promotions and marketing, including those in more regulated sectors (e.g. alcohol, tobacco, vaping and HFSS food).



Ayesha Chandegra

SENIOR ASSOCIATE

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Consumer Specialism: Consumer Protection Legislation
Terms and Conditions
Website Compliance (including marketplace platforms)
Cancellation and Refund Policies
Influencer Agreements

Ayesha has extensive and specialist knowledge of consumer and e-commerce laws and has advised various multinational clients, including within the retail, automotive and telecommunications industries.

Ayesha regularly undertakes website compliance audits, advising on areas of non-compliance, associated risks and any mandatory and best practice modifications required. She also reviews and drafts consumer sales terms and conditions, website agreements (e.g. terms of use) and internal policies, as well as advising clients of their pre-contract information requirements governed by law.

Examples of Ayesha's experience includes:

- advising global automotive clients on the launch of online vehicle sales platforms for employees/consumers;
- assisting a multinational telecommunications company with its expansion of its sales offering of EV charging points to a consumer market by strategically structuring terms/sales platforms in compliance with consumer laws; and
- reviewing and drafting a suite of consumer law compliant terms and documents for a multinational doughnut company and coffeehouse chain.

As a result of Ayesha's broad experience, she has a deep understanding of the challenges that businesses may face when trading with consumers (especially online) and as such is able to provide pragmatic solutions to allow clients to continually grow their sales offering.



Matt Ward

SENIOR ASSOCIATE

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Consumer Specialism: Consumer Protection Legislation
Terms and Conditions
Website Compliance (including marketplace platforms)
Cancellation and Refund Policies
Product Warranties

Matt has a broad range of consumer law experience and regularly advises clients on consumer law matters, including preparing complex omni channel consumer sales terms, undertaking detailed audits of clients' websites to ensure compliance with consumer protection legislation and drafting consumer warranties. Matt has advised clients within the automotive, mobility, electronics, leisure, construction and estate agency sectors.

Examples of Matt's experience includes:

- advising a global leader in home appliances on the UK launch of a new website shop;
- preparing customer terms and conditions for a national group of marinas and advising on the transfer of customers to new terms and conditions;
- advising a major US manufacturer of IT products on consumer laws relating to product warranties, end user licences, and product documentation;
- advising a major UK online car retailer on consumer law compliance in relation to the launch of a new charge card for electric vehicles; and
- preparing a product warranty in relation to a revolutionary electronic instrument for an innovative music technology company.



Samantha Truckle

SENIOR ASSOCIATE

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Consumer Specialism: Consumer Protection Legislation
Terms and Conditions
Price and Prize Promotions
Advertising and Marketing (CAP Code compliance)

Samantha advises on a range of commercial arrangements, including a specialism in compliance with consumer law. Samantha has completed several client secondments, including to the in-house legal department of a mobile virtual network operator advising on their marketing campaigns and sales promotions. This experience has enabled Samantha to obtain a greater understanding of the key concerns and issues faced by businesses in the consumer sector. As a result, Samantha is able to take a commercial view and work seamlessly as an extension of a client's in-house legal team.



Joel Murphie

SENIOR ASSOCIATE

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Consumer Specialism: Tax and Custom Duties
Consumer Protection Legislation
Terms and Conditions
Website Compliance (including marketplace platforms)
Cancellation and Refund Policies

Joel is a commercial contracts lawyer, who specialises in advising on consumer protection law matters. He regularly advises clients on the development and implementation of compliant consumer contracts and practices, with a particular focus on consumer-facing e-commerce businesses.

Examples of Joel's experience includes:

- advising a global hospitality business on compliance with cross-border consumer protection laws, including the introduction of consumer law-compliant documentation and practices for the client's online operations;
- supporting a client with the creation and operation of an online marketplace providing construction and waste disposal services to consumers; and
- providing advice in relation to all aspects of the ecommerce and consumer offering for a national art installation.

Joel has also spent time on secondment to a major telecommunications provider and an event ticketing business, during which time he provided support in relation to a range of consumer law matters, including the implementation of changes to live consumer contracts across a large national customer base, advising on consumer cancellation rights and the development of appropriate processes for managing consumer complaints.



Melissa Gulcimen

SENIOR ASSOCIATE

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Consumer Specialism: Consumer Protection Legislation
Terms and Conditions
ASA complaints
Advertising and Marketing (CAP Code compliance)
Prize Promotions

Melissa joined Shoosmiths after having worked as in-house legal counsel within the retail industry for five years. She has a breadth of consumer experience, advising a leading fast-fashion retailer and clients in the beauty and nutrition industry on their promotional terms, marketing and social media strategies, e-commerce projects, website compliance and regulatory investigations. Melissa's recent experience includes providing consumer support to a major mobile network provider. Melissa's experience means she understands the need to offer creative and practical solutions and has a genuine appreciation of the challenges faced by stakeholders (including in-house legal teams).



Rachel Rossdale

ASSOCIATE

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Consumer Specialism: Unfair Contract Terms
Website Compliance
Terms and Conditions (inc. website terms of use, prize drawer terms and terms of sale)
Prize Draws and Competitions
Cancellation and Refund Policies

Rachel has a broad range of consumer law experience, including undertaking detailed audits of clients' websites to ensure compliance with consumer protection legislation; reviewing and advising clients on their customer terms and conditions (in particular, identifying the use of unfair contract terms); and regularly advising on standard prize draw terms and conditions, including for social media competitions.

Having spent time on secondment at global automotive manufacturer and supplier and a well-known hotel chain, Rachel is fully aware of the issues faced by clients in the consumer sector.



Maeve Honey

ASSOCIATE

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Consumer Specialism: Marketing and Influencer Agreements
Prize Draws and Competitions
Terms and Conditions

Maeve has a range of experience in the Consumer sector, which she has expanded having been on two client secondments with an online fashion retailer and a high-street retailer. Maeve regularly advises on social media marketing compliance, and consumer facing terms and conditions, including standard prize draw terms and conditions for social media competitions.



Anna Sherwood

TRAINEE SOLICITOR

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Consumer Specialism: Terms and Conditions
Unfair Contract Terms
Research (into specialist and complex areas of consumer law)
Legislative Updates and Impending Law Reform

Anna has a broad range of consumer law experience, regularly assisting experienced legal advisers on matters with consumer law considerations. Anna regularly reviews and advises on customer terms and conditions to ensure consumer law compliance. She is competent in her understanding and carries out in-depth research of complex and specialist areas of consumer protection legislation to provide detailed and bespoke advice to clients.

Examples of Anna's experience includes:

- reviewing customer terms and conditions for a leading international eyewear group to ensure compliance from an English consumer law perspective; and
- advising a major UK clothing retailer on suggested implementation of a niche cancellation and returns model and addressing risks of non-compliance with relevant consumer protection legislation.



DISCLAIMER

This information is for educational purposes only and does not constitute legal advice. It is recommended that specific professional advice is sought before acting on any of the information given.

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WHAT
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