

# Privacy & data group

From our UK and Brussels offices, we support global businesses with practical, cross-border advice on data protection, cyber security and AI governance. Our team—one of the largest in Europe—works closely with regulators and industry leaders to help clients stay ahead of risk and regulation.

We don't just follow the conversation—we shape it. Through thought leadership, regulatory insight and tools like SmartSAR, delivered via Shoosmiths EIGHT, we help clients respond to DSARs with speed and confidence. Whether you're scaling internationally or simplifying compliance, we bring clarity to complexity.

## What we do

Our full-service offering includes:

- a fully outsourced Global DPO (Data Protection Officer) service
- all aspects of global privacy, including the implementation of Binding Corporate Rules (BCR) in both the EU and UK
- managing global potential data breaches for our clients including assessment, remediation, damage and reputation protection and liaising with regulators, and managing claims
- wider data protection and data security matters, including compliance plan risk assessment and action notification obligations, communications with privacy regulators around the world, as well as advising on changes to data protection policies and procedures
- strategic support on safeguarding data transfers internally within group organisations and externally with vendors and suppliers
- providing privacy contractual support to multinationals.

## Recent deals

Our full-service offering includes:

- advising on over 20 EU and UK BCRs applications including the world's first GDPR controller/processor BCR approved by the EDPB in summer 2020
- supporting numerous multinationals on global data breaches, including liaising with regulators and dealing with any ensuing litigation
- negotiating a range of international data-related agreements for major automotive companies, covering areas such as global connected car data sales via international marketplaces, integration of in-vehicle voice controls, data cleansing and enrichment, lead qualification, employee background checks, and advertising services—including social media.
- producing template data transfer agreements (DTAs) for a US headquartered health data processor with complex data flows across Europe relating to clinical trial support
- producing a TRA commercial solution to address GDPR equivalency risks raised by Schrems 2.0
- producing and maintaining breach policies, providing tailored training including mock breaches
- updating the security controls and documentation for a leading data centre provider and assisting it to pass its ISO27001 audit
- supporting a leading media company with a 10,000-page employee DSAR relating to instant message history, involving the rapid deployment of IT equipment to allow for secure remote data extraction
- supporting the customer care and HR teams of a variety of businesses via data protection hotlines with dedicated inboxes, providing flexible ad-hoc support for DSARs and FOIA requests.



Shortlisted for:  
Leading Law Firm  
Champion of the Year  
Most Innovative Data Privacy Project

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# FOR WHAT MATTERS