

SHOOSMITHS

Privacy & Data Group

As one of the largest privacy teams in Europe, we support many companies globally whilst being based across the UK and Brussels. We have excellent relationships with privacy regulators around Europe, the United States, South America and Asia which means that we can provide the 'one-stop shop' you need to deliver a holistic global coverage of your data protection, cyber-security and AI governance work. Due to the very nature of our global client base, our privacy and data team are experts in laws all around the world.

What we do

Our full-service offering includes the full ambit of privacy and data compliance, direct marketing and information governance issues, including:

- A full outsourced Global DPO (Data Protection Officer) service, which few law firms can provide
- All aspects of global privacy, including the implementation of Binding Corporate Rules (both EU and UK)
- Creating a new innovative global DSAR tool called SmartSAR to enable companies to deal with DSARs globally in a more efficient and cost effective manner
- 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
- Thought leadership and know how advice about legal developments with pragmatic solutions
- Managing relationships with privacy regulators around the world
- Providing privacy contractual support to multinationals
- Advice and support on NIS (1 and 2), DORA, CER and CRA obligations around Europe

Recent Deals

- 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 variety of cross-border data-related agreements for some of the world's largest automotive companies, including for the sale of global connected car data via an international data marketplace, integration of in-vehicle voice controls, data cleansing and enrichment, lead qualification, employee background checking and advertising (including social media) services
- 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
- Supporting numerous US multinationals on their global rollout of CCTV cameras around the world
- Assisting US multinationals on global data privacy and cyber-security audits
- Supporting a global travel provider on the approach to compliance with the Spanish legislation 933/2021 and consulting with privacy regulators about the same

