

## Privacy @ Fieldfisher

The data economy is upon us. Data drives nearly every decision made by governments, business leaders, marketers, entrepreneurs, academics and charities. The volume of data generated, stored, analysed and shared grows at exponential rates year on year, as storage costs fall and new and ever-more exciting products and technologies are realised through data innovations.

As new technologies increasingly intrude into individuals' private lives and blur the boundaries between private and public, professional and personal, the need for careful data governance becomes more and more important. Legislators and regulators respond to this challenge by issuing complex new laws and regulations, which carry substantial risks for non-compliance, but sometimes with seemingly little regard for technological, operational or behavioural realities. At the same time, there are massive business opportunities for those organisations that get data governance right. Data protection and security are now board level issues for many organisations.

When faced with this complexity, data-driven organisations seek counsel from lawyers who are **assured, experienced, absolute experts in their field and commercial**. That's what we are. But we also understand that our client's time is precious and that some projects call for **lawyers who can "get the job done"** and appreciate our clients' business and their need for **concise, risk-driven advice**.

Whatever the job entails, we have the **experience, rigor and pragmatism** to ensure the optimal solution.

### Who we are

We are one of the **largest and most specialised European privacy teams**, led by three partners with comprehensive associate support at all levels of seniority across our UK, Belgian, French, German, and US offices. We are supported by our Privacy and Information Network, our exclusive group of privacy experts in over 50 jurisdictions. Put simply, we provide our clients **unrivalled privacy expertise globally**.



We advise on all aspects of data protection and data security law, from **complex e-marketing campaigns** to **organisational data governance programmes**, from ad hoc **commercial deal support** through to **corporate and data centre establishment strategies**, and from **global data transfers arrangements** through to **cyber and data security incident management**.

We have dealt with some of the **most complex and business critical issues** in the privacy space. We are at our best when we are faced with new issues.

We have a **stellar client list** that includes some of the world's biggest multinationals, as well as start-ups, growth companies, government departments and not-for-profits. Our clients recognise us as market-leading privacy strategists who help them optimise risk and unlock the value of their data.

### Key facts

- 18 lawyers in 3 time zones and 5 different offices, and a network of 50 specialist privacy lawyers around the world. We can service your needs anywhere.
- We are truly international, multi-lingual and multi-cultural. Many of our lawyers are dually qualified and hold professional privacy qualifications (such as CIPP/E, CIPP/US and CIPM).
- We are pioneers in e-privacy, targeted advertising, cloud computing, international data transfers and data security.
- One of our privacy partners, Phil Lee, is permanently based in Palo Alto. This means that we are at the cutting edge of developments in the Silicon Valley and can use that experience when we advise our European clients.

### What we do

We advise on all aspects of privacy, data protection, data security and freedom of information law. We have particular expertise in 5 key areas:

- Global Data Governance and International Exports
- New Technologies and E-marketing
- Regulatory Outreach
- Commercial Deal Support and Vendor Management
- Data Security and Incident Management

### Examples of our recent projects

- Advising leading cloud collaboration provider Box on its application for Binding Corporate Rules Approval, lead through the UK Information Commissioner's Office.
- Advising a major European telecommunications company on complex data export matters.

- Advising a rapidly growing medical device company on its compliance with EU data protection rules and its transition to cloud based services.
- Advising on a flagship UK Government genome database programme, involving the collection of whole genome sequences for 100,000 people.
- Advising a household name food retailer on international data transfers and mobile applications.
- Advising a major services provider regarding the security vulnerabilities in its payments system.

## Why choose us?

- We are one of Europe's largest, most specialised, and highly ranked privacy teams.
- We regularly advise on large, global data protection projects, drawing on support from our own network of global offices as well as our wider network of "best of breed" local specialist counsel.
- Our team members dedicate 100% of their practice to data protection and have an unparalleled level of knowledge and experience. They are not "part time" data protection lawyers.
- We don't just advise on the law, we advise on risk. We understand that operating on a global scale means that compliance and budgetary resources must be allocated where there is greatest need. We have the experience to advise on privacy risks and help you craft business solutions.
- We are the only privacy practice that is able to provide "on the ground" EU data protection advice to our US clients during their working day. No need for our US clients to experience the frustration of trying to speak to a European adviser with an 8 or 9 hour time difference.

## About Fieldfisher

We are a European law firm with market leading practices in many of the world's most dynamic sectors including Energy, Financial Services, Government & Public Services, Hotels & Leisure, Life Sciences, Media, Real Estate, Telecoms and Technology.

Our clients choose to work with us because we deliver commercial, pragmatic and innovative solutions through our exceptional legal expertise and experience, on time and on budget.

We have more than 400 lawyers working with large businesses like Pearson, BP, Citigroup and Accenture but also with private wealth and social enterprises as trusted advisers, providing highly commercial advice based on an in-depth understanding of their needs.



Observers say the firm "provides an exemplary service to clients, combining urgency with an admirable eye for detail."

Chambers 2013

## Contacts



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Hazel is the overall head of our privacy practice. She has extensive experience advising on all aspects of data protection law, with a particular focus in life sciences and healthcare. Hazel has particular experience advising on data protection compliance strategies and the implementation of privacy-compliant technologies and processes, as well as on matters concerning cloud computing, big data, data security breaches. She also has significant experience in managing freedom of information requests and subject access requests.



### Felix Wittern

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Felix leads our practice in mainland Europe. He covers all aspects of data protection compliance work and he acts as Data Protection Officer for a number of leading businesses. A former in-house lawyer, Felix is particularly adept at counselling clients on practical solutions for implementing EU data protection requirements.



### Antonis Patrikios

Director - London

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Antonis specialises in complex cross-jurisdictional matters, global compliance programmes, new projects and privacy impact assessments, data security compliance, incident response and breach action, dealings with regulators and cooperation with law enforcement authorities. He splits his time between London and Palo Alto.