



## Data Protection, Privacy and Security

Personal information is an increasingly valuable – and increasingly risky – business asset. As businesses struggle to keep up with the critical, fast-changing data protection laws and face an increasing risk of serious data breaches, DLA Piper is uniquely positioned to help guide clients.

With data protection lawyers around the globe, DLA Piper provides highly sophisticated data management, data security and privacy law advice wherever our clients do business. Our global presence combined with our depth of experience in each region gives clients the important advantage of local knowledge and cultural awareness, combined with consistent, practical advice.

Our team members are very involved in their local compliance culture and maintain close contacts with local regulators in Asia Pacific, Europe and the US. The group has played a major role at the forefront of the development of privacy, data security breach and data security laws around the world. Our data protection team has successfully worked together in recent years to assist more than 100 multinational organizations in the design and implementation of global privacy and security programs including carrying out audit and risk assessments, developing global policies, implementing effective international data transfer strategies, negotiating cloud and other complex international data transfer agreements, and defending dozens of regulator and plaintiff's class action bar enforcement actions.

Core areas include:

- Audits and data mapping
- Compliance programs and policies
- Data subject access and opposition rights
- Data security, data loss prevention and data breaches
- Online and mobile tracking and consumer protection regulation
- E-discovery and investigations management
- Global data transfer management (transfer agreements, BCRs, etc.)
- Incident Response Planning and Execution
- Lobbying and government liaison
- Supervisory authority relations (notifications, authorizations, DPO appointments)
- Whistle-blowing hotlines, employee monitoring and suspect persons screening

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### RELATED SERVICES

- Antitrust and Competition
- Corporate
- Employment
- Intellectual Property and Technology
- International Trade,

## EXPERIENCE

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- We provide cutting edge global advice to a leading global mobile chip manufacturer on notice, consent, data transfer, access correction and data retention requirements applicable to rolling out a suite of mobile apps that use device identifier data, location data and offer geo-fencing capabilities. In addition, we have advised the company on Chinese requirements related to storage of data in China, on application of the US COPPA children's privacy rule to the company's technologies and on the US multi-stakeholder negotiations on mobile app short-form privacy notices.
- We designed and advised on the implementation and rollout of a whistleblowing hotline for a leading pharmaceutical company across the European Union. The outcome of this project was a whistleblowing hotline compliant in 29 European countries, with as little modification as possible on a country-by-country basis. The multi-year process involved liaising with counsel in the relevant countries, producing documentation for employees, drafting key agreements between group entities and service providers, and creating internal operational guidance documentation for use in investigations.
- We are the appointed exclusive data protection advisor to the world's largest fashion retailer. The appointment began with a 51-country multi-year compliance audit of all its subsidiaries operating under its 8 global retail brands. This exercise was unique because, in addition to document reviews and interviews, we conducted extensive on-site audits of all operational functions within the organization, such as sales, marketing, online sales, finance and vendor management. The review covered Milan, Paris, Moscow, Shanghai, Beijing, Hong Kong and Macau.
- We advise a large communications company on privacy compliance issues related to information practice and digital advertising on its cable, internet and telecommunications service and with regard to the company's cyber-security program. We are providing compliance and strategic advice on new proposed data use cases, revisions to their privacy policy and consumer opt-out mechanisms. We are assisting the company before self-regulatory organizations and in responding to congressional and regulator inquiries. We are also providing strategic advice to one of their companies regarding its cyber-security and mobile privacy initiatives and advising the company on data security strategies as well as representing a business unit in an FTC mobile app security investigation.
- We represent a global pharmaceutical company with the rollout of a follow-the-sun customer service response model for product inquiries. The project includes the following activities related to privacy compliance in Latin America, Asia-Pac and Europe: analysis of privacy notice and consent requirements, review of security requirements in a number of Latin American countries, and the drafting, localization and implementation of a global intra-group data transfer agreement for compliance purposes, in order to support the follow-the-sun customer service model.
- Representing a coalition of 20 major communications, Internet, media and retail companies we have helped to draft all of the U.S. state privacy, security and e-commerce legislation that has become law over the past eight years.

Regulatory and  
Government Affairs

- Technology  
Transactions and  
Strategic Sourcing

## RELATED SECTORS

- Financial Services
- Energy and Natural Resources
- Hospitality and Leisure
- Insurance
- Life Sciences
- Media, Sport and Entertainment
- Technology

## INSIGHTS

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### Publications

#### No-deal Brexit: Impact on data protection law

1 September 2019

While a range of outcomes, including [a departure under the terms of the current Withdrawal Agreement](#), remains possible, it is important for businesses to plan for a no-deal Brexit, in which the UK leaves the EU without a withdrawal agreement or other deal. Here we look at the potential impact of a no-deal Brexit and the adoption of the Withdrawal Agreement on data protection compliance

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## Israel Group News August 2019

7 August 2019

### [ISRAEL GROUP NEWS](#)

In this issue, our global activities, latest publications, coming events and more.

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## Changes in electronic communications and digital marketing – revised proposal for the ePrivacy Regulation

1 August 2019

### [PRIVACY MATTERS](#)

On 26 July 2019, at the level of the Council, the Finnish government has issued a revised (Council) proposal for the e-Privacy Regulation with some amendments concerning electronic communication content, data & metadata, and further processing of metadata.

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## FTC announces Cambridge Analytica settlement

25 July 2019

A sign that the FTC may be stepping up its pursuit of individual liability in addition to corporate liability.

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## FTC unfriends Facebook

25 July 2019

The FTC order imposes new penalties and requirements on Facebook.

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## The government in your cloud

24 July 2019

As companies shift more data to the cloud, the US government's ability to access that content should not be overlooked.

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## Episode 5: Apps are being shut down in China - will yours be next?

12 July 2019

### [NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

While apps are incredibly popular in China, in recent months some have been disappearing from app stores in the country because they do not comply with recent apps regulations. Indeed many companies are not even aware of the comprehensive new privacy compliance obligations for apps in China.

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## Episode 4: Getting data out of China - the challenge of operating your China business offshore

26 June 2019

### [NAVIGATING CHINA: THE DIGITAL JOURNEY](#)

An updated and substantially more onerous draft of China's long awaited position on cross border data transfers has just been

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published. The Measures on Personal Information Cross Border Transfer Security Assessment (Measures) apply to all “Network Operators” and will require specific action to be taken by all businesses that send personal information out of China.

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### **Who's that bot? California requires clear disclosure starting 7/1/2019**

20 June 2019

A California law attempts to tackle the problem of automated online accounts that simulate conversation – and that are used to confuse or deceive.

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### **Episode 3: Yet more regulators join the party in enforcing cybersecurity**

4 June 2019

#### **[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)**

Licensed telcos and internet businesses in China face a new wave of investigations by the Ministry of Industry and Information Technology (MIIT) as they announce a new enforcement campaign aimed at ensuring network security compliance.

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### **Episode 2: New stringent cyber security rules announced in China, what will your business need to do?**

29 May 2019

#### **[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)**

Organisations with operations in China must prepare now for new comprehensive cybersecurity rules. The Chinese authorities have announced MLPS "version 2.0", which will come into force on 1 December 2019, and have potential significant impact to businesses' infrastructure and operations in China.

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### **Episode 1: Cyber enforcement starts**

21 May 2019

#### **[NAVIGATING CHINA: THE DIGITAL JOURNEY](#)**

China's cybersecurity regulators are now taking their first steps to verify organisations' (including foreign businesses') compliance with China's cybersecurity laws. As anticipated, the focus is on businesses that have an online presence in China.

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### **Intellectual Property and Technology News (Asia Pacific) May 2019**

15 MAY 2019

#### **[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)**

Intellectual Property and Technology News (Asia Pacific) is our biannual publication designed to report on worldwide development in intellectual property and technology law, offering perspectives, analysis and visionary ideas.

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### **Israel Group News May 2019**

9 MAY 2019

#### **[ISRAEL GROUP NEWS](#)**

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In this issue, our global activities, latest publications, coming events and more.

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### **CCPA vs. GDPR: the same, only different**

11 APR 2019

Businesses that have undertaken GDPR compliance will have an advantage in addressing CCPA, but those efforts alone won't suffice.

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### **New Year, New Regulations: Cyberspace Administration of China launches new blockchain regulatory framework**

4 MAR 2019

You may need to comply with new regulations if you use Blockchain technology to conduct your business in mainland China. The "Regulations for Managing Blockchain Information Service" take effect on 15 February 2019. The new regulations encourage Blockchain industry organisations to enhance self-discipline and establish sound industry standards.

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### **Data privacy law: the top global developments in 2018 and what 2019 may bring**

25 FEB 2019

In 2018, the world saw numerous significant privacy law developments, a trend that is continuing in 2019.

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### **Explainability: where AI and liability meet**

25 FEB 2019

Makers and users of AI face a new and interesting problem: what is the acceptable tradeoff between explanation and accuracy?

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### **Sharpen your pencils: California AG's Office announces start of its important CCPA pre-rulemaking and schedule for issuing its important CCPA rules**

13 FEB 2019

Because the CCPA is littered with drafting errors and confusing definitions, this AG rulemaking is extremely important.

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### **Israel Group News**

12 FEB 2019

#### **[ISRAEL GROUP NEWS](#)**

In this issue, the rise of the Data Protection Officer, plus news and coming events.

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## Keeping watch on smartphone app payments in China

7 FEB 2019

Now could be a good time to think about the level of transparency your company may have in connection with smartphone app payments by your employees.

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## DLA Piper GDPR data breach survey: February 2019

6 FEB 2019

On 25 May 2018 new data breach notification laws came into force across Europe which fundamentally changed the risk profile for organizations suffering a personal data breach.

Under the EU General Data Protection Regulation - 'GDPR' - personal data breaches which are likely to result in a risk of harm to affected individuals must be notified to data regulators. Where the breach is likely to result in a high risk of harm, affected individuals must also be notified.

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## California Consumer Privacy Act: what's new for retailers?

23 JAN 2019

Particular features of the CCPA affect the retail industry in unique ways.

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## DOJ reverses its 2011 Opinion, concludes Wire Act prohibitions “sweep beyond sports gambling”

18 JAN 2019

An opinion that will have a significant effect on the Internet gaming and lottery industries.

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## 12th Annual Women in IP Law Seminar on patents and big data

21 DEC 2018

DLA Piper's Intellectual Property and Technology group hosted its twelfth annual Women in IP Law CLE Luncheon at the Four Seasons Silicon Valley in November.

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## eSignature and ePayment News and Trends

20 DEC 2018

### [ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)

In this issue, digitally transforming your business – the year's big legal and regulatory developments and breaking news.

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## Top of mind: Litigation

10 DEC 2018

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Our coverage of big compliance, enforcement and litigation issues that businesses are thinking about this quarter.

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## **The European Data Protection Board issues long-awaited guidelines on the territorial scope of the GDPR**

30 NOV 2018

Among other provisions, the Guidelines concern GDPR's application to entities in the EU even when they process personal data of persons outside the EU.

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## **eSignature and ePayment News and Trends**

30 NOV 2018

### **[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)**

In this issue, a fintech Q&A with the team, plus the latest developments from the legislatures, the regulators and the courts

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## **Spanish government to introduce new digital services tax**

1 NOV 2018

The proposed DST will apply only when the user's digital devices are located in Spain.

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## **eSignature and ePayment News and Trends**

26 OCT 2018

### **[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)**

In this issue, obtaining remote epayment authorizations from customers – are you in compliance? Plus the latest legislative and regulatory news.

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## **How blockchain, Internet of Things and smart contracts improve the supply chain**

27 SEP 2018

Incorporating three key technologies into the supply chain can significantly improve profitability while reducing risk.

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## **Embedding content: uncertainty about the Copyright Statute undermines digital media**

27 SEP 2018

Companies creating digital content have to more carefully weigh the potential risks of embedding copyrighted content into their sites.

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## **Argentina introduces VAT on digital services**

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24 SEP 2018

VAT is triggered by the "digital services" rendered by a non-resident to a resident individual or entity, when the effective use or exploitation of the service takes place inside Argentina.

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### **Four tips for an effective eDiscovery plan in China**

19 SEP 2018

A timely and well-documented eDiscovery plan, comprehensively addressing compliance with local laws, can also go a long way to address potential post-collection inquiries.

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### **eSignature and ePayment News and Trends**

14 SEP 2018

#### **[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)**

In this issue, remote notarization – US state requirements, plus blockchain, the new stablecoin, the validity of esignatures, and more.

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### **Electronic Signatures: The element of intent in the digital environment**

23 JUL 2018

Failure to establish intent means that while the person's actions may manifest assent to, or agreement with, a record, the record has not been signed.

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### **eSignature and ePayment News and Trends**

23 JUL 2018

#### **[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)**

This regular publication from DLA Piper aims to help companies identify significant news and legal developments impacting digital transactions.

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### **The GDPR's impact on internal investigations**

10 JUL 2018

The impact of the European Union's General Data Protection Regulation on corporate internal investigations and criminal and civil litigation – both within the EU and abroad – has received little attention. Here, we take a look at the GDPR's privacy requirements through the lens of internal investigations and litigation.

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### **Super-apps complicate corporate compliance, pose heightened risks under FCPA Corporate Enforcement Policy**

10 JUL 2018

Super-apps allow seamless interaction between colleagues, customers, suppliers and other business parties. In some jurisdictions, local employees communicate exclusively via such apps – but this conduct presents grave legal, compliance and risk-management challenges.

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## **eSignature and ePayment News and Trends**

29 JUN 2018

### **ESIGNATURE AND EPAYMENT NEWS AND TRENDS**

In this issue, is your website ADA compliant? Plus news on federal and state law, federal and state regulatory activities, fresh judicial precedent and more.

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## **Is your website ADA compliant? A brief look at the current legal status**

29 JUN 2018

Websites too face regulatory issues around compliance with the Americans with Disabilities Act and other rules involving accessibility and accommodation.

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## **FinTech Collaboration Brochure**

28 JUN 2018

An overview of the disruption brought about by FinTech and how financial institutions are looking to leverage the increased choice, agility and innovation these alternatives to the traditional financial offerings bring.

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## **Online gaming and gambling are changing**

28 JUN 2018

Two recent federal court decisions have disrupted the online and mobile gaming and gambling industry in the United States. Shifts are taking place in other jurisdictions as well.

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## **Israel and GDPR: Processors take note**

28 JUN 2018

Andrew Dyson authored the Privacy and Data Protection chapter in the *IsraelDesks International Legal Guide 2018*.

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## **California privacy law poised to alter US privacy landscape**

28 JUN 2018

A major development in privacy law.

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**South Dakota v. Wayfair: SCOTUS overturns Quill, permitting states to require Internet sellers to collect sales and use tax**

25 JUN 2018

Taxpayers should expect a proliferation of state sales and use tax nexus provisions in the near future.

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**Russia's new VAT rules on cross-border e-commerce services: key points for B2B service providers**

14 JUN 2018

Russia has introduced new value-added tax (VAT) rules pertaining to certain cross-border e-commerce services.

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**May a power of attorney be electronically executed?**

24 MAY 2018

Exploring the relationship between a power of attorney and the state and federal laws governing the use of electronic records and signatures.

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**eSignature and ePayment News and Trends**

24 MAY 2018

**[ESIGNATURE AND EPAYMENT NEWS AND TRENDS](#)**

In this issue, can a power of attorney be electronically signed? Plus news on federal and state law, federal and state regulatory activities, fresh judicial precedent and more.

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**In long-awaited TCPA case, DC appellate panel vacates material sections of FCC's 2015 TCPA order**

2 MAY 2018

Because of the federal Electronic Signatures in Global and National Commerce Act (ESIGN) and equivalent state laws, companies are delivering important disclosures and other information that traditionally needed to be presented "in writing" electronically instead. In addition, the medium of choice for communicating with consumers electronically is rapidly migrating from email to text messaging. As a result, understanding the requirements of the Telephone Consumer Protection Act (TCPA) are a must. This edition's Insight looks at the most recent judicial examination of the FCC's interpretation of the TCPA.

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**Once more unto the breach: Canada's PIPEDA breach notification and reporting regulations in force November 1, 2018**

30 APR 2018

Organizations have about seven months to get ready for compliance.

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**China's new data protection standard – what you need to know**

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9 FEB 2018

The long awaited new National Standards on Information Security Technology - Personal Information Security Specification GB/T 35273-2017 ("PI Specification") has now been released, and will come into force on 1 May 2018.

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### **Top 5 Internet of Things predictions for 2018**

7 FEB 2018

What will change in 2018? What should companies do to exploit it? What new legal issues will arise and how shall they be navigated? Below are the personal top 5 predictions on the legal issues that will affect the Internet of Things (IoT) in 2018.

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### **A guide to the General Data Protection Regulation**

2 FEB 2018

On 4 May 2016, the text of the General Data Protection Regulation (GDPR) was finally published in the Official Journal of the European Union, concluding over four years of intensive legislative work on a new data protection legal framework for Europe.

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### **Regulatory challenges for electronic communications operators offering IoT connectivity services**

24 JAN 2018

A booming market with rising demand for connectivity and capacity.

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### **Cybersecurity and data protection laws are evolving across Asia**

27 DEC 2017

Cybersecurity and data protection laws are changing rapidly across Asia, and companies wishing to avoid losing their business operations in key countries are taking note.

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### **The implications on data in sport in light of improvements in technology**

18 DEC 2017

With improvements in technology, more and more data about sporting events is being captured. A number of different groups claim to 'own' such data. This article explains why it is important for sports organisations to do what they can to protect and enforce their investment in data collection.

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### **While you are celebrating: 4 simple holiday season cyber-readiness steps for Asian businesses**

12 DEC 2017

Attacks are more likely to happen during the holiday seasons when a company's key decision makers are on leave and its resources are stretched.

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### **Data and sporting integrity - the key issues to consider**

7 DEC 2017

The use of data for betting integrity is important to sports bodies, betting companies who rely on the integrity of sport to maintain trust in their own products and minimise losses through fraud, and increasingly (as the process of opening up gambling markets has continued across Europe and beyond), government regulators.

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### **Preparing for a payment card data breach: what should businesses do?**

15 NOV 2017

In this article, DLA Piper's lawyers consider that there were an estimated 164 million payment cards in use in the UK in 2016 and how, with almost £4 billion being spent using contactless cards alone in April 2017 and new breach notice requirements coming into force soon, those involved (including card brands and merchants) need to consider how to respond to breaches, and potential alternatives to storing card data in the future. Payment card data is a major target of hackers.

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### **Are banks ready for the Internet of Things revolution?**

16 OCT 2017

In the second of our two part series, DLA Piper's lawyers consider how the Internet of Things will lead to new legal issues.

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### **Are banks ready for the Internet of Things revolution?**

13 OCT 2017

In the first of a two part series, DLA Piper's lawyers consider whether banks are ready for the Internet of Things revolution and how related developments are set to alter business models in the financial services sector.

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### **Digital diagnosis - AI and machine learning in healthcare**

2 OCT 2017

In the first of a two part series, DLA Piper's lawyers consider how progress is accelerating with more opportunities for both AI systems builders and healthcare institutions every day. For both sides, 'getting the right deal' is critical if the collaboration is to be on an equal footing and deliver benefits on a win-win basis for both parties.

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### **Big data may become big antitrust concern**

19 SEP 2017

Considering the antitrust implications of the collection and use of big data.

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### **Intellectual Property and Technology News (North America), Issue 32, Q4 2016**

20 DEC 2016

#### **[INTELLECTUAL PROPERTY AND TECHNOLOGY NEWS SERIES](#)**

Our Intellectual Property and Technology News reports on worldwide developments in IP and technology law, offering perspectives, analysis and visionary ideas.

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### **US companies: EU data regulation means new oversight**

2 DEC 2015

Many US companies are about to experience new regulatory oversight.

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### **Landmark privacy ruling in Europe on the right to be forgotten**

26 JUN 2014

European Court of Justice: search engines must remove the link between search results and a web page if it contains information an individual deems should be "forgotten"

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### **Blockchain - a revolution for the insurance sector with some risks**

9 MAR 2017

Blockchain is "the most important invention since the Internet itself" according to Marc Andreessen. And there is no doubt that there are huge potentials for the insurance sector to exploit such technology, but as any new technology, it will also lead to new legal risks.

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### **EU: new obligations for digital services providers and operators of essential services**

28 JUN 2016

In line with the EU's broader Cyber Security Strategy, the NIS Directive is a significant step towards a more secure cross-border cyberspace with a high shared level of network and information system security.

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### **The blockchain revolution, smart contracts and financial transactions**

26 APR 2016

Blockchain-based smart contracts have enormous potential to streamline financial transactions and reduce counterparty risks.

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### **Plan now to use off-band communications during an incident response: key points**

27 OCT 2015

A robust IR plan should include communications techniques that operate outside regular company communication methods.

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### **Information security obligations for Australian businesses under the Privacy Act: A reminder from the OAIC**

14 MAY 2013

At the launch of this year's Privacy Awareness Week on 29 April 2013, the OAIC released its new Guide to Information Security: 'Reasonable steps to protect personal information' ("**Guide**"). The Guide aims to assist Australian businesses and those carrying on business in Australia to interpret the continuing requirement under the Privacy Act (both under the current and the amended law) to "take reasonable steps" to protect the personal information they hold.

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### **Law à la Mode**

20 SEP 2012

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## [LAW À LA MODE SERIES](#)

This issue of Law à la Mode is brought to you by our German editorial team, in the midst of a month in which fashion capitals around the globe are enjoying Fashion Week S/S 2013.

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### **Law à la Mode**

1 MAY 2012

[LAW À LA MODE SERIES](#)

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### **Law à la Mode**

1 MAR 2012

[LAW À LA MODE SERIES](#)

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### **Law à la Mode**

1 DEC 2011

[LAW À LA MODE SERIES](#)

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### **Law à la Mode**

26 AUG 2011

[LAW À LA MODE SERIES](#)

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### **UK: The real risk of cyber attack**

1 AUG 2011

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### **Law à la Mode**

10 MAY 2011

[LAW À LA MODE SERIES](#)

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### **Law à la Mode**

9 FEB 2011

[LAW À LA MODE SERIES](#)

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## Events

### Previous

#### **GDPR for UK employers one year on - addressing the key challenges**

18 JUN 2019

GDPR for employers one year on - addressing the key challenges  
Manchester

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#### **GDPR for UK employers one year on - addressing the key challenges**

13 JUN 2019

GDPR for employers one year on - addressing the key challenges  
London

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#### **WIN: GDPR and Data Protection Enforcement**

8 MAY 2019

Manchester

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#### **TechLaw Event - "M&A for the New Digital Economy"**

7 MAR 2019

TechLaw Event Series  
Amsterdam

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#### **TechLaw Event - Online platforms - beyond playing innocence?**

17 JAN 2019

TechLaw Event Series  
Amsterdam

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#### **TechLaw London 2018**

5 DEC 2018

TechLaw Event Series  
London

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#### **TechLaw Event - Virtual Competition**

22 NOV 2018

TechLaw Event Series  
Amsterdam

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## **Middle East Tech Summit 2018: The Digital Imperative**

5 NOV 2018  
TechLaw Event Series  
Dubai

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## **TechLaw in Germany**

14 JUN 2018  
TechLaw Event Series  
Munich

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## **TechLaw Event - Blockchain**

27 MAR 2018  
TechLaw Event Series  
Amsterdam

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## **The KQ Liverpool Business Roadshow: GDPR**

28 NOV 2017  
Liverpool

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## **TechLaw London 2017**

22 NOV 2017  
TechLaw Event Series  
London

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## **TechLaw Australia 2017**

14 NOV 2017  
TechLaw Event Series  
Sydney

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## **NEWS**

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### **Financial Times ranks DLA Piper among the most innovative law firms in Europe**

13 September 2019  
DLA Piper has been recognised as one of the top 10 most innovative law firms in Europe at the Financial Times' 2019 European Innovative Lawyers report, an annual ranking assessing lawyers on their innovation both for clients and in their own businesses.

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## **DLA Piper advises Tirona on the acquisition of a stake in CashCape**

5 September 2019

DLA Piper has advised Tirona Ltd. on the acquisition of a 25 percent stake in the fintech app CashCape.

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## **DLA Piper continues Irish expansion with appointment of four new partners**

4 September 2019

DLA Piper today announces the appointment of four new partners to its recently opened Dublin office into four key practice areas of Finance and Projects (F&P), Intellectual Property and Technology (IPT), Tax and Real Estate. The new partners will be joined by three legal directors, as part of the firm's ongoing expansion in Ireland.

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## **DLA Piper advises Bauer Media on acquisition of Camilyo Online Ltd.**

5 August 2019

DLA Piper has advised Bauer Media Group on the acquisition of Israeli Camilyo Online Ltd., a provider of online-based white-labeled services for online-service provider and their small and medium businesses-clients. The transaction is the second recent acquisition by Bauer Media Group of a provider of online-based white-labeled services and part of Bauer Media Group's new business growth strategy in its business area in SME marketing and sales services.

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## **DLA Piper advises Allianz Real Estate on the acquisition of EDGE Hafencity in Hamburg**

2 August 2019

DLA Piper has advised Allianz Real Estate on its acquisition of the office property EDGE Hafencity as part of an off-market forward deal. EDGE Hafencity Hamburg will be a 15-storey building with a total lettable area of approximately 22,500 sqm.

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## **DLA Piper to advise ITW Global Leaders' Forum on blockchain-based telecoms platform**

2 July 2019

DLA Piper has been appointed to advise the ITW (International Telecoms Week) Global Leaders' Forum (GLF) on the launch of a special purpose vehicle that will develop a live, blockchain-based platform.

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## **DLA Piper advises Rolls-Royce on acquisition of Siemens' eAircraft business**

21 June 2019

DLA Piper has advised Rolls-Royce plc on the acquisition of Siemens' electric and hybrid-electric aerospace propulsion activities, eAircraft. The acquisition will accelerate the delivery of Rolls-Royce's electrification strategy and boost its ambition to play a major role in the "third era" of aviation. The completion of the transaction is expected in late 2019, following a period of employee consultation.

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## **DLA Piper announces launch of Artificial Intelligence practice**

14 MAY 2019

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DLA Piper announced today the launch of its Artificial Intelligence practice, which will focus on assisting companies as they navigate the legal landscape of emerging and disruptive technologies, while helping them understand the legal and compliance risks arising from the creation and deployment of AI systems.

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### **DLA Piper announces partnership promotions for 2019**

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

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### **DLA Piper successfully defends Samsung Electronics against Dyson**

29 MAR 2019

DLA Piper acted on behalf of Samsung Electronics GmbH to lift a temporary injunction obtained by Dyson AG in January 2018 from the District Court of Düsseldorf. The injunction prohibited Samsung from making certain advertising statements for battery-powered vacuum cleaners. As some of the prohibited statements were also on the packaging this led to a de facto ban on the sale for the battery-powered vacuum cleaner.

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### **DLA Piper hosts leading business and diplomacy conference**

14 MAR 2019

DLA Piper's London office has hosted the Annual Conference of the International Diplomatic and Business Exchange (IBDE).

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### **DLA Piper announces launch of Blockchain and Digital Assets practice**

26 FEB 2019

DLA Piper announced today the launch of its Blockchain and Digital Assets practice, which will offer strategic advice on a global basis to address the needs of companies implementing blockchain technology solutions and creating and deploying digital assets.

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### **DLA Piper joins Governing Council for Hedera Hashgraph**

20 FEB 2019

DLA Piper has joined the initial group of Governing Council members for Hedera Hashgraph, a next-generation public ledger designed to have highly diversified governance and the most distributed consensus at scale. The announcement was made at Hedera Hashgraph's first annual summit in Seoul, Korea.

As part of the council, DLA Piper will help oversee changes to the software run by millions of Hedera distributed nodes over time. The governing council has been established to ensure stability and guaranteed continued decentralization to the Hedera Hashgraph distributed public ledger.

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## **DLA Piper bolsters Data Protection practice**

4 FEB 2019

DLA Piper in Germany has hired Intellectual Property & Technology of counsel Prof Dr Jürgen Taeger, who joined the firm's Cologne office with effect from 1 February 2019.

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## **DLA Piper expands new Dublin office with four-partner hire**

9 JAN 2019

DLA Piper today announces the appointment of four new partners from highly-regarded Irish firms to its newly opened Dublin office into four key practice areas of Finance and Projects (F&P), Corporate, Intellectual Property and Technology (IPT) and Employment. These hires follow the appointment of Corporate partner David Carthy as Ireland Country Managing Partner in May 2018.

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## **Technology sector poised for big data wave in finance and sales departments – DLA Piper European Tech Index**

12 DEC 2018

Harnessing big data is becoming standard practice for IT and marketing teams in technology, but DLA Piper's 2018 Tech Index reveals that a revolution may now be underway in finance and sales departments as well. Responses from 350 tech sector senior executives in Europe indicate that compared to 2016, organizations are increasingly identifying new opportunities in these additional departments, indicating a move towards widespread adoption of big data in the tech sector.

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## **DLA Piper wins Legal Adviser of the Year and recognized as UK Top Performer 2018 by Global Sourcing Association**

25 MAY 2018

DLA Piper's Global Co-Head of Technology Sector, Kit Burden, was last night named Legal Adviser of the Year at the Global Sourcing Association (GSA) UK Top Performers and Professional Awards, held at the Hilton Manchester Deansgate

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## **DLA Piper represents Scottish Water on strategic Digital Partnership**

24 MAY 2018

DLA Piper has represented publicly-owned utility Scottish Water on the re-procurement of its core IT and telecoms infrastructure. The deal sees the formation of a strategic Digital Technology Partnership, with contracts with an estimated total value of between £200 million and £300 million awarded to Atos and Capgemini.

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## **DLA Piper and Aon review insurability of GDPR fines across Europe**

16 MAY 2018

DLA Piper and Aon (NYSE:AON) have launched a guide 'The price of data security', ahead of the General Data Protection Regulation (GDPR), effective from 25 May 2018.

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## **DLA Piper announces partnership promotions for 2018**

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

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## **DLA Piper launches Intellectual Property and Technology practice in Luxembourg**

3 APR 2018

DLA Piper Luxembourg is pleased to announce the launch of its Intellectual Property and Technology (IPT) practice, with the appointment of Olivier Reisch as partner and head of the practice.

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## **DLA Piper advises Wipro on the USD 405 million sale of its hosted data centre services business to Ensono**

15 MAR 2018

DLA Piper has advised Wipro Limited, a leading global IT consulting and business process services company, on its entering into a definitive agreement to divest its hosted data centre services business to Ensono for US\$405 million.

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## **DLA Piper advises Harrison Street on Crosslane joint venture**

5 FEB 2018

Global law firm DLA Piper has advised leading real estate investment firm Harrison Real Estate Capital LLC, on its joint venture with Crosslane Property Group UK, a real estate company specialising in purpose built student accommodation (PBSA) across the UK and Continental Europe.

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## **Businesses still not fully aware of Data Protection issues**

31 JAN 2018

DLA Piper has released its second Data Privacy Snapshot report, finding that once again, company global privacy programs have gaps in meeting increasingly demanding global privacy principles. Significantly, it appears that many companies are falling short of data protection obligations under the General Data Protection Regulation (GDPR), which will start to apply from 25 May 2018.

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## **DLA Piper advises Harrison Real Estate Capital on £40 million student accommodation joint venture with Linkcity**

29 JAN 2018

DLA Piper has advised real estate private equity firm Harrison Street Real Estate Capital LLC (Harrison Street) on the establishment of a joint venture with LinkCity, a wholly owned subsidiary of Bouygues UK, for the development of a 435 bed student accommodation scheme in Birmingham.

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## **DLA Piper advises Dechra Pharmaceuticals on acquisition of AST Farma and Le Vet**

29 JAN 2018

DLA Piper has advised Dechra Pharmaceuticals PLC on the acquisition of AST Farma and Le Vet in the Netherlands for a total consideration of €340 million and an associated £100m placing to raise funds for the transaction.

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### **DLA Piper Wins Legal 500 UK 'Firm Specialism of the Year' for FinTech**

12 JAN 2018

DLA Piper has received the award for 'Firm (Specialism) of the Year' for FinTech, in this year's 2018 Legal 500 UK TMT (Technology, Media and Telecoms) category. This accolade is based on empirical research undertaken by the Legal 500 research teams, which includes detailed submissions sent from all major law firms, and thousands of client testimonials.

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### **DLA Piper names new global and US co-chairs for Intellectual Property and Technology practice**

8 JAN 2018

DLA Piper has named Frank Ryan co-chair of the firm's global Intellectual Property and Technology practice and Ann Ford co-chair of its US IPT practice, both effective January 1.

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### **DLA Piper advises CBRE on strategic partnership with Stowga**

13 DEC 2017

DLA Piper has advised global real estate advisor CBRE on its investment and strategic partnership with Stowga, the UK's first online marketplace for warehouse occupiers and logistics companies.

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### **DLA Piper prepares report on the protection of IP rights in insolvency proceedings for INSOL International**

20 NOV 2017

DLA Piper is pleased to announce the release of a special report titled "The Protection of Intellectual Property Rights in Insolvency Proceedings." The firm prepared the report on behalf of INSOL International, a global federation of national associations for accountants and lawyers who focus on turnaround and insolvency.

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### **DLA Piper sponsors 2017 UK Technology Fast 50**

17 NOV 2017

DLA Piper is delighted to sponsor the leading ranking of the UK's fastest growing technology companies, announced today.

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### **Six months until GDPR: companies still reporting low levels of preparedness**

15 Nov 2017

For the over 200 organisations responding to DLA Piper's Data Privacy Scorebox online survey tool since the start of the year, the average alignment score with all key international data privacy principles was 31.5%, as against an 38.3% average score for respondents in the 2016 calendar year.

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## **DLA Piper launches Global Contract Laws v2.0**

7 Nov 2017

DLA Piper has launched a newly updated version of its *Global Contract Laws* online resource. *Global Contract Laws v2.0* covers laws from more than 50 countries, including the UK, the US, Australia, China, and Germany, as well as new countries in Asia and South America.

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## **DLA Piper again honored as Law Firm of the Year in three categories at Juve Awards**

27 OCT 2017

At yesterday's presentation of the JUVE Awards in the Alte Oper in Frankfurt am Main, DLA Piper celebrated winning the Law Firm of the Year award in the categories *Media and Technology*, *Trademarks and Unfair Competition*, and *Media*. In addition, DLA Piper was also shortlisted for Law Firm of the Year in the categories *Private Equity & Venture Capital* and *Intellectual Property*. Last year, the firm won three awards in the categories *Distribution/ Trade and Logistics*, *Insurance* and *Company Succession and Trusts*.

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## **DLA Piper wins Outsourcing Law Firm Of The Year Award**

24 OCT 2017

DLA Piper has won the Outsourcing Law Firm Of The Year Award at the fourteenth Global Sourcing Association Awards, held in London.

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## **DLA Piper hosts cross-group SMCR event in London**

12 OCT 2017

On Tuesday 26 September, DLA Piper's F&P, IPT and Employment groups hosted a joint breakfast briefing event in the London office on the Senior Managers and Certification Regime (the SMCR). The SMCR has now replaced the approved persons regime for all FCA-authorized firms, and will have a major impact on the whole authorized community.

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## **DLA Piper named one of the most innovative law firms in Europe by the Financial Times Innovative Lawyers Europe Report 2017**

6 OCT 2017

DLA Piper is one of the top five most innovative law firms in Europe according to the Financial Times Innovative Lawyers Europe report 2017.

Now in its twelfth year, the FT Innovative Lawyers Report assesses lawyers on their innovation both for clients and in their own businesses. It is one of the top legal rankings in Europe and the accompanying awards are widely regarded as the best researched in the market.

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## **DLA Piper launches new platform for *Guide to Going Global* series**

20 SEP 2017

DLA Piper has launched a new platform featuring its *Guide to Going Global* series, an online resource designed to help companies operating and growing their international businesses.

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## Consulting

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DLA Piper's Data Protection, Privacy and Security practice enhances its legal skills with the addition of highly experienced certified risk, privacy, security and cybersecurity professionals, among them Rena Mears, former head of one of the largest Big 4 privacy and data protection advisory practices, who provide consultancy services to our global clients. Advising on practical implementation of legal advice; structuring privacy programs and related control environments; benchmarking; best practice identification; and cybersecurity risk mitigation, the consultants work with our highly ranked privacy and breach response lawyers as a single, integrated privacy team to provide a joint and comprehensive legal and consulting approach to data risk, privacy, cyber and security projects. This approach is a significant differentiator from other large firms, and it has been recognized by notable rankings entities, including BTI Consulting Group, which recently placed the DLA Piper Cybersecurity practice among the Top 7 cybersecurity law firm practices in the United States.

DLA Piper consultants have years of practical experience and maintain a wide variety of relevant certifications. Their ranks include Certified Information Security Professionals (CISSPs); Certified Information Privacy Professionals (CIPPs); and Certified Information Systems Auditors (CISAs). Our experienced consultants are on the front lines of assessing, developing and implementing innovative data risk, privacy and security solutions for some of the world's largest and most geographically diverse companies. We are thought leaders in the field and frequently appear on panels and contribute to industry publications. Our consultants are actively involved in the International Association of Privacy Professionals (IAPP), International Information System Security Certification Consortium (ISC2), and other professional certifying bodies that carry continuing education requirements.

### COMPREHENSIVE LEGAL AND CONSULTING SERVICES

DLA Piper's Data Protection, Privacy and Security team covers the full cybersecurity service delivery lifecycle

- compliance and operational risk assessments and identification
- program, policy and operational design
- compliance solution testing and implementation and
- training program development.

We bring sector-specific, globally focused data privacy and protection experience in such areas as compliance and control assessment, cross-border data transfer enablement, incident response and vendor management.

### TESTED METHODOLOGIES

We have developed an agile and repeatable approach to deliver data privacy and security transformation projects. This methodology has been used for more than a decade and has continued to evolve and respond to changes in the market such as agile development methodologies and the rise of cloud based architecture models, among others.

Our consultants advise clients on, among other things:

- data mapping exercises, gap assessment and remediation
- the practical adoption of our firm's legal advice
- benchmarking and industry best practice identification
- incident preparedness
- incident response planning
- the structuring of privacy and compliance programs
- cybersecurity risk mitigation and

- training program development.

Some of our solutions include:

- Project management tools and techniques
- Regulatory and legislative monitoring tools
- Matter management technology solutions
- Privacy assessment and scoring tools
- Customized training programs
- Client communications and continuing education programs

## THE RARE BENEFIT OF PROGRAM DEVELOPMENT UNDER PRIVILEGE

DLA Piper has developed a program delivery approach that focuses on putting in place critical protections from moment one. This approach includes protections companies often overlook in the development and implementation of their programs – not least, building in measures to preserve attorney-client privilege (such as for third-party forensics). We offer a single, integrated delivery team of lawyers and consultants that maximizes attorney-client privilege while providing both legal and operational insights.