



### Andrew Dyson

#### Partner

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Andrew Dyson is the managing partner for the Leeds office. He is also Global Co-Chair of DLA Piper's Data Protection, Privacy and Security Group.

He brings over 20 years' experience advising on data privacy, cyber security, IT and e-commerce related matters.

Andrew advises leading UK and global businesses on legal issues relating to data, cyber security and information technology matters. His clients operate principally in financial services, technology and consumer facing sectors. Andrew also has a close relationship advising key regulators and UK public sector institutions.

The focus of Andrew's practice is to assist client organisations support compliance with the General Data Protection Regulation and related privacy and cyber laws, including data breach preparedness and response. He is a regular speaker on information law issues at executive seminars and conferences, including the annual Privacy and Data Protection Conference and Corporate Executive Board 'Circle of Privacy Experts'. He is a regular speaker on privacy issues at leading international conferences and global media channels (including BBC, CNBC, Bloomberg). He is an Editorial Board Member for the Journal of Data Protection & Privacy and Visiting Research Fellow in Applied Ethics at the University of Leeds.

#### RELATED SERVICES

- Intellectual Property and Technology
- Data Protection, Privacy and Security
- International Trade, Regulatory and Government Affairs
- Technology Transactions and Strategic Sourcing

#### RELATED SECTORS

- Technology
- Life Sciences

#### EXPERIENCE

- Designing and implementing GDPR "readiness" compliance programmes for a number of well-known businesses, including global airlines and top tier insurance providers, a major investment bank, and high profile retailers, including conducting in depth data map and gap analysis exercises as a pre-cursor to establishment of a GDPR ready information governance framework.
- Advising a leading consumer goods company on their global privacy program and associated digital marketing strategy, spanning 60 countries worldwide.
- Advising a major international hotel chain on its strategy for securing effective privacy notices and consents from customers as part of a refresh of its global loyalty programme.
- Advising several global airlines on their overall strategy for ensuring compliance with privacy laws around the world, including

implementation of frameworks to support global compliance.

- Advising a leading online retailer on privacy issues arising from the transfer of customer databases in the context of the sale of several online service divisions.
- Advising one of Europe's largest insurers on privacy aspects of their digital transformation programme, comprising a widespread modernisation to become a customer focussed business.
- Advising the world's largest life sciences company on implementation of a whistleblowing hotline on a pan-EU basis.
- Advising a leading corporate support services business on its application for Binding Corporate Rules.
- Advising a major utility provider on data breach notification and response handling requirements consistent with data protection and NIS requirements following a cyber incident.
- Advising on over 100 personal data breaches including regulatory notification handling and risk management spanning UK and (as required) global regulatory responsibilities.

## CREDENTIALS

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### Professional Qualifications

- Solicitor of the Senior Courts of England and Wales

### Prior Experience

- 2003 to date, DLA Piper
- 1999-2003, London based international law firm
- 1997-1999, London based international law firm

### Recognitions

- Visiting Research Fellow, University of Leeds, Inter-Disciplinary Ethics Applied
- Acritas Star™ Lawyer 2017, 2018 and 2019
- FT Innovations Awards 2017 'highly commended' recognition for privacy audit tools

### Education

- Oxford University, Ancient and Modern History

## INSIGHTS

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### Publications

#### **Boardroom Brexit: What the deal means for personal data and digital trade**

31 December 2020  
Boardroom Brexit

The TCA allows personal data to transfer from the EU-UK, for a period of up to six months from 1 January 2021. This 'bridging' period is designed to allow the EU time needed to adopt a formal adequacy decision which will allow the continuing flow of personal data to the UK.

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#### **Brexit: Final arrangements for 1 January and future EU-UK data transfers**

30 December 2020

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The Brexit trade deal has now has been agreed between the EU and UK. Here we summarise the implications for data protection including the important issue of cross-border data flows, which are critical for businesses to maintain between the EU and UK.

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## **EU Data Protection: COVID-19**

1 April 2020

The world is facing unprecedented challenges in its fight to contain Coronavirus (COVID-19). Various countries are in lockdown and emergency measures being implemented to contain the pandemic, with European countries currently at the epicentre of the outbreak.

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- IAPP Handbook on Data Protection Agreements, April 2019
- Data Protection Laws of the World Handbook: Eight Edition, 28 January 2019

## **Events**

### **Previous**

#### **Brexit - the Final Deal**

5 January 2021

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#### **EDPB recommendations for safeguarding data transfers after Schrems II**

19 November 2020  
Webinar

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#### **Schrems II CJEU Judgment: Implications on Data Transfers**

17 July 2020  
Webinar

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#### **Data Ethics 101**

1 May 2020

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#### **COVID-19: Important Issues for Israeli Companies to Consider**

6 April 2020  
Webinar

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## The ABCs for DPOs - 2.0

21 January 2020  
Tel Aviv-Yafo

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Andrew is a regular speaker on information law issues at executive seminars and conferences. He has contributed to BBC Radio, Bloomberg TV and CNBC. He is a member of the Editorial Board of the Journal of Data Protection & Privacy and Visiting Research Fellow in Applied Ethics at the University of Leeds.