



### Andrew Dyson

**Partner**  
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#### Leeds

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Andrew Dyson is a partner in the DLA Piper Intellectual Property and Technology group, where he co-chairs the UK Data Protection, Privacy and Security practice. He brings nearly 20 years' experience advising clients on data protection and related technology law and privacy issues.

Andrew advises leading businesses on legal issues relating to data, cyber security and information technology, with a particular focus supporting organisations in the financial services, technology and consumer sectors. He acts as lead external counsel on major GDPR implementation programmes and is a retained advisor for cyber breach management issues.

Andrew 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 has been interviewed on several occasions on BBC and is a member of the Editorial Board for the Journal of Data Protection & Privacy. He is currently a Visiting Research Fellow in Applied Ethics at the University of Leeds.

## 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

## 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
- Government Contracting
- Hospitality and Leisure
- Life Sciences

- 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
- Conducting privacy compliance reviews across a number of client organisations to validate fair and lawful processing of employee and customer data
- Advising a major global financial services group on screening successful applicants for employment in over 50 countries around the world

## CREDENTIALS

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### Professional Qualifications

- Solicitor of the Senior Courts of England and Wales

### Prior Experience

2003 to date, DLA Piper

1999 to 2003, London based international law firm

1997 to 1999, London based international law firm

### Recognitions

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

### Education

- Oxford University, Ancient and modern history

## INSIGHTS

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### Publications

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

15 APR 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 and GDPR: Processors take note

28 JUN 2018

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

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## Techlaw podcast: Cybercrime - What drives it and what is being done to protect businesses?

22 JAN 2018

TechLaw Podcast Series

Our panel looks at the wider context behind cybercrime, the challenges faces firms, the regulatory environment and the impact of cybercrime on SMEs. With DLA Piper Partner Andrew Dyson and Legal Director James McGachie, and Jeroen Herlaar, Regional Director of cybersecurity firm Mandiant

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- "Data Protection Laws of the World Handbook: Sixth Edition", 28 January 2017
- "Brexit: Impact on data protection", 25 November 2016
- "GDPR: A User Guide", September 2016

## Events

## Previous

### The ABCs for DPOs

19 DEC 2018

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Andrew is a regular speaker on information law issues at executive seminars and conferences, including the annual Privacy and Data Protection Conference and the Corporate Executive Board 'Circle of Privacy Experts'.