



Alex Mackay

Associate

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Alex Mackay is an associate in the IPT team with extensive experience in advising clients on data protection issues, as well having broad experience working on commercial contracts, licensing issues and other intellectual property related matters. He has worked for corporate clients across the media and entertainment, banking, healthcare, technology, shipping and energy sectors.

Alex has spent time on client secondment on two separate occasions, firstly at a global London based international media company and more recently at the offices of a global mega event taking place in the Middle East.

He also worked in-house at a London based venture capital funded technology start-up where he advised on a range of issues, including the management and protection of the company's intellectual property rights to the implementation of a data protection compliance programme.

RELATED SECTORS

- Media, Sport and Entertainment
- Energy and Natural Resources
- Technology

EXPERIENCE

- Working on a range of commercial agreements for a major event set to take place in the Middle Eastern in 2020 whilst on full time secondment. Alex's work on the event so far has included providing support in the procurement of various technological elements necessary to support the production of the event, as being responsible for all agreements with on-site concessionaires.
- Providing advice to an airline on its IT outsourcing agreement.
- Co-ordinating various large scale multi-jurisdictional data privacy projects for international corporates.
- Working on GDPR compliance projects for clients across a range of industries. These projects typically involved interviewing key business stakeholders in various jurisdictions, drafting appropriate policy documentation, implementing appropriate international data transfer mechanisms and putting in place appropriate contractual arrangements with third party suppliers to regulate the processing of personal data. *
- Drafting terms of use and privacy policies for various platforms, websites and other technology products. *
- Advising a number of clients in respect of data breaches in the post-GDPR environment. Alex guided clients through the process of investigating data breaches and liaising with authorities on the client's behalf, where required. *

- Providing corporate support on a number of acquisitions and fundraises; reviewing documentation from an intellectual property and data protection standpoint and advising on appropriate contractual protections for inclusion within the sale documentation. *
- Advising on the procurement of an eSignature platform on behalf of a global bank. *
- Drafting and negotiated a network of contractual arrangements agreements for a blockchain platform designed for use in the diamond and rare stone markets. *
- Whilst in house, leading the implementation of a data protection compliance regime: implementing tailored policies and procedures; advising on data architecture and security measures; creating a record of processing and delivering appropriate training across the business. *

* Denotes experience prior to DLA Piper

CREDENTIALS

Education

- BPP Law School, MA, LPC with Business, 2015
- Kings College London, Law LLB, 2013

INSIGHTS

Publications

- Navigating the New Data Privacy Landscape: A Guide for OTT Providers
- High Court blocks data privacy claim against Google
- Spotlight shone on online advertising as complaints are filed with EU supervisory authorities
- The digital beyond: Facebook ordered to disclose circumstances around deleted profile
- What big data, political advertising and big fines have in common
- European Parliament favours innovation-friendly blockchain regulation