



**Eamon Holley**

**Partner**

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Eamon is a leading telecommunications, technology and data lawyer in the Middle East, and regularly advises clients in relation to the United Arab Emirates (UAE), Bahrain, Qatar and Oman.

Eamon's client base includes both government bodies and private sector entities, who he advises on contentious and non-contentious issues ranging from traditional telecommunications regulation through to emerging issues for the telecommunications sector such as machine to machine regulation, VoIP regulation, cloud computing, data protection, cyber-crime and cyber security.

- Intellectual Property and Technology
- Telecom

**Telecoms Regulation**

- Regularly advising major multinational clients with respect to telecoms services rollout throughout the SAMENA region including M2M services and VoIP services
- Advising a major international cloud services provider with advice regarding market entry and regulatory frameworks in the UAE, KSA and Bahrain
- Advising a major satellite telecommunications service provider in relation to the market entry and regulatory framework in the UAE and Saudi Arabia
- Advising a regional sub-sea cable systems operator on retainer basis in relation to all of its regulatory, commercial and pre-litigation advice work
- Advising a major international telecommunications company with a license in a GCC country regarding a significant overhaul and amendments to that country's telecommunications law
- Drafting of, and advising on, regulations, guidelines, position papers and other legal instruments throughout the Middle East relating to Open Data Regulation, National Telecommunications Plan, Number Portability, Retail Tariff Notification, Mast Sharing, Lawful Interception, Prepaid Sim Card Registration, 2.4 GHz and 5 GHz Frequency Licensing, Local Loop Unbundling, Price and Non Price Discrimination, Guidelines on Treatment of Confidential Information and VoIP\*

**Data regulation and protection**

- Working with an international airline based in the region in relation to its privacy policies and Inter-Group Data Transfer GDPR compliance
- Working with a national Ministry of Finance in the Gulf region to develop a sector specific data protection law. This work included conducting a review of 140+ national laws, an international benchmark of various data protection regimes, and the development of a draft Finance Services Data Protection Law based on these reviews
- Advising a Middle East government working committee, and its successor government department, in relation to the government's proposed strategy for implementing an Open Data regime, including the gathering and processing of certain types of personal information. The Project has involved us conducting a review into the proposed law, benchmarking that law and its objectives against international best practice, developing a new policy to support the law and the objectives based upon the results from our benchmarking study and subsequently drafting legislation which will implement the governing law
- Regularly advising regional and multinational companies including numerous international banks, retail services providers, international organisations, telecommunications and technology providers, in relation to data protection and privacy compliance within the UAE including onshore UAE, DIFC and ADGM

\*Denotes work conducted at TRA Bahrain

## CREDENTIALS

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### Prior Experience

- 2007 - 2012: TRA Bahrain's Director of Legal Affairs. While at TRA Bahrain Eamon was responsible for the application and oversight of the TRA's powers, particularly licensee compliance and enforcement, as well as TRA's internal functions.
- 2005 - 2012: Bahrain's Telecommunications Regulatory Authority ("TRA Bahrain"), External counsel.

### Recognitions

Eamon is listed in *Chambers and Partners Global* as a ranked TMT lawyer. Clients note that "*He is very good for TMT and all things data protection. He's brilliant*" and "*I go to him when I have a hard nut to crack*".

Eamon is also a listed telecommunications expert for the UAE in the *International Who's Who Legal*. In 2016 he was ranked by the International Who's Who Legal as one of the fifteen "Most Highly Regarded" telecommunications lawyers in the world, and is noted by the Legal 500 as a "Next Generation Lawyer" within TMT in the UAE.

### Education

- Queensland University of Technology, BA L.L.B, 2000

### Memberships

- The Law Society of England and Wales
- International Bar Association

## INSIGHTS

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### Publications

## UAE: Federal level data protection law enacted

6 December 2021

The United Arab Emirates (UAE) has enacted its long awaited federal level data protection law. This article examines some of its key features.

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## M&A and the Middle East digital economy

01 March 2021

TechLaw Podcast

In Episode 36 of our TechLaw podcast series, Dubai-based partners and M&A lawyers at DLA Piper, Will Seivewright and Eamon Holley, are joined by Directors at Control Risks, Courtenay Smith and Will Brown, in an invigorating discussion on the latest M&A trends in the GCC. In this conversation, they analyse the recent impact and acceleration of technology trends derived from COVID-19, as well as the roll-out successions of M&A trends across the European Markets.

[DLA Piper TechLaw Podcast Series · M&A and the Middle East digital economy](#)

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- Central Bank of UAE issues new security requirements for digital payments and prohibits virtual currencies, 16 Jan 2017
- New Qatar data protection law: What does it mean for business?, 8 Oct 2016
- Saudi Arabia consults on proposed cloud computing regulation and licenses, 24 Aug 2016
- Audio: The intersection between UAE privacy laws and new technologies, 17 Feb 2016
- DIFC's new data protection audit - are you at risk?, 15 Feb 2016
- Dubai's new data law - tapping a new well, 3 Feb 2016
- DIFC entities warned against relying on US Safe Harbor rules for personal data transfers to the US, 11 Nov 2015

## Events

Eamon regularly gives presentations, hosts seminars, moderates or participates in panel discussion. Some notable examples include:

- March 2018: Moderating a round table on data centers and a panel discussion on Enterprise Cloud issues throughout Africa, TMT Finance Africa, Cape Town, South Africa
- February 2018: Middle East In-House Counsel Day 2018, Dubai, UAE, Presenting on the impact of GDPR businesses in the UAE
- October 2017 : American Business Council - hosted a panel discussion on Cyber Security for the American Business Council as the opening of the GITEX Conference in Dubai
- July 2017 : Dubai Eye's Business Breakfast Radio Show : Guest appearance to discuss new drone regulations in Dubai and the UAE
- March 2017 : MEED TV's live webinar broadcast on cyber security - Participated in a panel discussion facilitated by Richard Thompson, Editorial Director at MEED.
- March 2017 : DLA Piper's Global Telecoms briefing, London
- March 2017 : DLA Piper's Middle East Tech Summit, Dubai - Eamon Holley facilitated a panel discussion on "How cybersecure are you? Preparing for the inevitable"
- October 2016 : Cyber Security: Present but unclear danger, Dubai - Eamon Holley (Legal Director) participated in a breakfast seminar hosted by global PR firm, Brunswick, focusing on the key trends driving developments in cyber security throughout the region.
- October 2016 : The Law & Regulation of the Internet of Things Conference, Dubai - moderated and participated in several panel discussions at this one day conference hosted by CBD Consulting on topics relating to cyber security, data protection and privacy
- December 2015 : Telecommunications Law and Regulation in the Middle East Conference - "Collaborating on M2M and Internet of

## Things Regulation"