



Eimear O'Brien

Legal Director

eimear.obrien@dlapiper.com

Dublin

T: +353 1 487 6676

M: +353 87 1049 278

Eimear O'Brien specialises in financial regulation with particular focus on banking regulation, consumer and retail financial services, payment services, electronic money, FinTech and investment services.

Eimear advises domestic and international banks, payment and e-money firms, insurers, retail intermediaries and other financial institutions on regulatory issues such as the regulatory perimeter, change of control, conduct of business requirements, regulatory implementation projects, Central Bank codes and regulations, Brexit planning, authorisations and acquiring transactions.

Eimear leads DLA Piper's financial services regulation practice in Ireland.

IDIOMAS

- Inglés

- Litigation, Arbitration and Investigations
- Finance

- Servicios bancarios y financieros
- Insurance

Inglés

- Advising UK bank on its Brexit planning, including application for a licence extension application to the Central Bank of Ireland.
- Advising a domestic bank and the Dublin branch of an international bank on PSD2 implementation including updating customer-facing documentation and advising on microenterprises, strong customer authentication and liability.
- Advising domestic and international banks in relation to MiFID II implementation; in particular updating terms and conditions, reviewing policies and procedures and advice on exemptions (e.g. third country regimes).
- Advising one of the largest UK retail banks on its application for a consumer credit licence to the FCA.
- Advising the largest UK retail bank's on their PSD2 implementation projects.
- Advising a FinTech start-up on its application for an FCA licence.
- Advising on the acquisition of two regulated mortgage firms.
- Advising a multi-national insurer in relation to FCA commissioned skilled person's review in the areas of conduct risk, governance and internal contagion.

- Advising UK domestic bank on the launch of an account aggregation app.
- Advising Irish banks in relation to all aspects of regulatory consumer law, in particular the Consumer Credit Act 1995, CPC, CCMA and MARS.

CREDENCIALES

Cualificaciones profesionales

- Solicitor regulated by the Law Society of Ireland
- Solicitor of the Senior Courts of England and Wales

Experiencia previa

Prior to working at DLA Piper, Eimear worked at the Central Bank of Ireland and uses her knowledge of the Central Bank's approach to non-contentious and investigatory matters to guide and advise clients on interactions with the regulator.

NOVEDADES

Publicaciones

Central Bank of Ireland sets out supervisory expectations of regulated firms regarding climate change

8 November 2021

As corporates, investors and the general public watch closely for positive developments at the 26th UN Climate Change Conference of the Parties (COP26), the Central Bank of Ireland (Central Bank) took the opportunity on the 3rd November, 2021 to issue a letter to Chairs and CEOs of Regulated Financial Services Providers (RFSPs)[1] (the Letter) in Ireland to highlight the statutory obligations and supervisory expectations relating to climate and broader environmental, sustainability and governance (ESG) issues.

CBI focus on diversity and inclusion continues: Publication of CBI Demographic Analysis Report for 2020

1 April 2021

The negative effects of groupthink on the Irish financial services sector is back in the spotlight, with public attention again focussed on governance and culture in financial institutions and a question mark over what has changed since the financial crisis. However, for the Central Bank of Ireland (CBI), focus on the interplay between lack of diversity and increase in risk has never gone away. In fact, diversity and inclusion in regulated firms has been an increased focus of the regulator for the last number of years. As the CBI has said in its most recent Dear CEO letter, it is "placing a spotlight on this issue, and intend to keep it there"

Financial Services Sector – Brexit update: European temporary permissions/reverse solicitation recognition

25 March 2021

The recently concluded Trade Agreement between the EU and the UK, which fails to address trade in financial services in detail, has resulted in regulatory divergence across EU Member States, leading to uncertainty for UK firms providing regulated financial services in the EU before 31 December 2020, when the transition period based on the withdrawal agreement between the EU and the UK came to an end.

Diversity & inclusion in the fs sector: the CBI's expectations

7 January 2021

Diversity & Inclusion has become a key focus of the Central Bank of Ireland (CBI) in recent years. The CBI identified cultural failings within the financial services sector as having contributed to the financial crisis, and were a trigger for the CBI's Tracker Mortgage Examination. The CBI considers a lack of diversity and inclusion at senior management and board level in organisations to be a leading indicator of elevated behaviour and culture risks.
