

Bird & Bird

Privacy and Data Protection

International reach

Bird & Bird is an international commercial legal practice which combines cutting edge legal expertise in commercial matters with an in-depth understanding of privacy & data protection issues in all industry sectors. These include aviation & aerospace, banking & financial services, communications, e-commerce, information technology, life sciences, media and sport. We are proud to work with some of the world's most innovative and technologically advanced companies who trust our skills to enable them to achieve their business goals.

With offices in Belgium, China, Czech Republic, Finland, France, Germany, Hong Kong, Hungary, Italy, The Netherlands, Poland, Slovakia, Spain, Sweden, the UK and an association in Singapore, and with close ties to leading firms in the rest of Europe, Asia and North America, we offer our clients local expertise within a global context, helping them to realise their business goals both domestically and internationally.

All of our offices have dedicated privacy & data protection specialists. In countries where we do not have a physical presence, we work on a day-to-day basis with like-minded associate firms. This includes trusted partner firms in every EU jurisdiction (and in many other jurisdictions across the world).

Pragmatic solutions

We can help you deliver your objectives while steering you through a myriad of local differences which continue to complicate the data protection scene worldwide. Our legal advice is accurate, clear, pragmatic and business focused.

We take a hands-on approach, advising not just on the letter of the law, but also making practical suggestions for clients to consider. We have provided privacy advice to a large number of clients for many years. Because of this, we are able to draw on our practical experience of the ways in which organisations are approaching data protection compliance to add value to our clients' businesses.

The approach of data protection authorities to compliance is key to understanding the procedures and risks of non-compliance. Our lawyers have worked in-house with local regulators and we maintain close links with them. We regularly work with regulators where helpful to our clients.

Our services include:

- advising on data protection requirements for direct marketing, including specific rules for behavioural targeting and children's data
- international compliance projects including implementing Binding Corporate Rules
- registrations with data protection authorities worldwide
- drafting security breach policies and advising on security breaches
- handling complaints and advising on prosecutions and offences
- training for staff and others
- lobbying data protection authorities and legislative bodies

"This firm has a first-class reputation for data protection."

Chambers and Partners 2011

"One of the firm's major strengths is the high level of expertise offered by its 'phenomenal lawyers.'"

Chambers Europe 2009

"With experience across Europe as well as Hong Kong and China, this firm's data protection expertise includes work for a range of international clients on worldwide compliance programs."

Chambers Global 2008

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