

# Bird & Bird & Privacy and data protection

## International reach

Bird & Bird is an international commercial legal practice which is 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 across Europe, the Middle East and Asia, and with close ties to leading firms, we offer local expertise within a global context, helping clients to realise business goals domestically and internationally. All 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 trusted partner firms across the world.

## Pragmatic solutions

We can help deliver 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 for many years and are able to draw on practical experience of the ways in which organisations approach data protection compliance, to add value to our clients' businesses. The approach of data protection authorities is key to understanding procedures and risks of non-compliance. Our lawyers have often worked in-house with local regulators with whom we maintain close links.

## Our services include:

- advising on data protection requirements for direct marketing, including specific rules for behavioural targeting and children's data, advising leading ad networks, publishers and industry bodies;
- implementing Binding Corporate Rules, rolling out data transfer agreements around the EEA and beyond, and conducting international compliance projects;
- registrations with data protection authorities worldwide;
- we have acted on many high profile breaches across multiple jurisdictions, providing guidance on investigations by regulators;
- handling complaints and advising on prosecutions and offences;
- training for staff and others; and
- lobbying data protection authorities and legislative bodies, including inputting to the new draft General Data Protection Regulation being developed in Brussels.

*"Highly regarded for handling a diverse range of global projects from its strong UK and European offices."*

Chambers Global 2014



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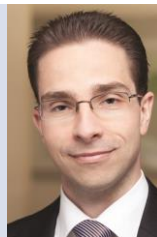
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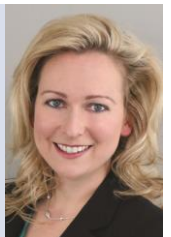
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*"Sources say: The data lawyers  
we deal with are very  
knowledgeable at the individual  
country and regional levels."*

Chambers Global 2013

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