

# ACUITY LAW.

DATA PRIVACY & CYBER SECURITY

# Acuity Law

## INSTINCTIVELY COMMERCIAL

Acuity Law is a top ranked law firm offering a business to business legal service throughout the UK. The firm was founded by ex-city lawyers and has offices in London, Cardiff, Swansea and UAE.

Acuity Law is a new style “law company” with a market leading team of professionals, who support clients in a proactive and commercial manner from a technology-based platform.

The firm’s culture is reflected in the quality of service to clients and the speed and precision with which the Acuity Law team gives advice. Acuity Law is proud to have a growing portfolio of fantastic clients and one that is built on long-standing relationships.

The firm’s recent accolades include The Times Best Law Firms of the Year 2020, Law Firm of the Year 2020 at Wales Legal Awards and Law Firm of the Year (Wales) at the Legal 500 Awards.



# Data Privacy & Cyber Security

## PRACTICE AREA EXPERTISE

The introduction of the GDPR in May 2018 may seem like a distant memory for some organisations, but complying with the privacy regime is as important as ever.

Data protection and cyber security compliance is constantly evolving and here to stay. The new e-Privacy Regulation is expected to come into effect in the near future, which is likely to bring sweeping changes to the rules on electronic marketing and the use of cookies.

Using our own GDPR software product, Acuity DataGuard, we can carry out an audit of your data collection and processing activities and develop a bespoke GDPR compliance solution for your business.

Whether you are still unsure about GDPR compliance, just need some top-up advice or a more comprehensive solution, we can help.

With the exponential rise in online activity, digital transactions, data processing and storage in the cloud, the reliance on data confidentiality, integrity and accessibility for businesses has never been more acute. The threat of a cyber incident is a major risk factor for every business.

Business continuity risks and vulnerabilities must be identified, analysed and managed in order to prevent – or at the very least to recover from – any cyber attack. As cyber incidents have become commonplace, your cyber incidence response capabilities are critical.



# Data Privacy & Cyber Security

## PRACTICE AREA EXPERTISE

Our expert lawyers will work with you to identify the legal risks and implement appropriate governance and compliance arrangements to address the impacts of a cyber incident. We advise on:

- GDPR – advisory, audits, compliance, due diligence, governance, subject access requests, risk analysis, data management and training
- Data strategy, retention, mapping and operating models
- Privacy policies, privacy notices, DP impact assessments, legitimate interest assessments and contractual drafting (such as data sharing, joint data controller and data processing arrangements)
- Cyber security – policies, strategy, technical and legal issues, incident planning and breach management
- Freedom of Information Act – information requests and breaches under FOIA
- ICO liaison and complaints and breach strategy and management

# Data Privacy & Cyber Security Team

## MEET OUR EXPERTS



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# Accolades & Testimonials

## WORDS FROM OUR CLIENTS



"The team at Acuity is solutions-focused & extremely collaborative. They provide sound, pragmatic advice that relates to our business, they always go the extra mile."

**Chambers UK - 2022 Edition**



"Clearly the culture of Acuity is about people, both customers and also internally within the organisation. It's easy to see that this comes from the top of the organisation."

**The Legal 500 UK— 2022 EDITION**

# Expertise

## DATA PRIVACY & CYBER SECURITY EXPERTISE

- Advising a leading automotive retailer in complying with the GDPR, a major data breach and successfully defending an action taken by the ICO
- Advising the Office for National Statistics on its GDPR compliance programme using our Acuity DataGuard product
- Advising a regional airport on its GDPR data privacy audit and compliance reviews across each of its departments; providing strategic support and drafting privacy policies and notices
- Advising an IT provider on its post-GDPR data privacy strategy, carrying out an Acuity DataGuard audit and compliance programme, drafting privacy policies and privacy notices, and working with them to design its future data operating model

# Our Services

FULL SERVICE COMMERCIAL LAW FIRM

22 PARTNERS | 100 STAFF | ESTABLISHED 1999

## AREAS OF EXPERTISE

- Banking & Finance
- Commercial & Technology
- Competition, Regulatory & Trade
- Corporate
- Creative Industries
- Data Privacy & Cyber Security
- Employment & HR
- Financial Regulation & Compliance
- Health & Safety
- Intellectual Property
- International
- Litigation & Dispute Resolution
- Planning & Environmental
- Real Estate & Construction
- Real Estate Finance

LONDON | CARDIFF | SWANSEA



# Contact The Team

GET IN TOUCH



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