

## Eduardo Ustaran

Partner

London

### Biography

Global co-head of the Hogan Lovells Privacy and Cybersecurity practice Eduardo Ustaran is widely recognized as one of the world's leading privacy and data protection lawyers and thought leaders. With over two decades of experience, Eduardo advises multinationals and governments around the world on the adoption of privacy and cybersecurity strategies and policies. Eduardo has been involved in the development of the EU data protection framework and was listed by *Politico* as the most prepared individual in its 'GDPR power matrix'.

Based in London, Eduardo leads a highly dedicated team advising on all aspects of data protection law – from strategic issues related to the latest technological developments such as artificial intelligence and connected devices to the implementation of global privacy compliance programs and mechanisms to legitimize international data flows.

Eduardo is the author of *The Future of Privacy* (DataGuidance, 2013), a ground-breaking book where he anticipates the key elements that organizations and privacy professionals will need to tackle to comply with the regulatory framework of the future.

Eduardo is co-founder and editor of *Data Protection Leader*, a member of the panel of professionals of



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### Languages

English  
Spanish

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### Practices

Privacy and Cybersecurity  
Cyber Risk Services  
Government Relations and Public Affairs  
IT Law

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### Industries

Technology & Telecoms  
Consumer

*DataGuidance*, and a former member of the Board of Directors of the IAPP. Eduardo is executive editor of *European Data Protection Law and Practice* (IAPP, 2018), and co-author of *Data Protection: A Practical Guide to UK and EU Law* (OUP, 2018), *Beyond Data Protection* (Springer, 2013), *E-Privacy and Online Data Protection* (Tottel Publishing, 2007) and of the Law Society's *Data Protection Handbook* (2004). Eduardo has lectured at the University of Cambridge on data protection as part of its Masters of Bioscience Enterprise, and regularly speaks at international conferences.

## Representative experience

Strategic advice on business-critical issues affecting the digital economy and in particular, the tech, auto, life sciences, retail, financial services, consumer and media sectors.

Contributing to the development of BCR as a mainstream mechanism to legitimize international data transfers and assisting many companies to obtain BCR approvals throughout the EU.

Leading numerous global privacy compliance projects and carrying out comprehensive data protection compliance assessments.

Contributing to the legislative process across the EU and internationally, including leading the team responsible for drafting the Personal Information Protection Act of Bermuda.

Assisting the UK Ministry of Justice to formulate its policy position in connection with the EU data protection legislative reform.

Assisting organizations throughout the world to devise and implement workable strategies to legitimize global dataflows.

Implementing 'privacy by design and by default'

Financial Institutions

Insurance

Automotive

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## Areas of focus

Health Privacy and Cybersecurity

Breach Preparedness, Response, Investigation, and Comms

Privacy and Cybersecurity Public Policy Counseling and Advocacy

Risk Management, Governance, and Compliance

Workplace Privacy

Digital Health

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## Education and admissions

### Education

Licenciado en Derecho, University of Navarra

LLM, European and International Trade Law, University of Leicester

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## Memberships

International Association of Privacy Professionals

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## Bar admissions and qualifications

Certified Information Privacy Professional (CIPP/E)

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programs and 'privacy impact assessments' to help clients embed data protection into their product development processes.

Creating innovative solutions to provide transparency in connection with data-related activities involving multiple technologies.

## Awards and rankings

- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2018-2020
- Leading Individual (Data Protection), *Legal 500*
- Star Individual (Data Protection), *Chambers UK*

## Latest thinking and events

- News
  - Upcoming privacy and cybersecurity events - October
- Sponsorships and Speaking Engagements
  - The Art of Privacy - Eduardo Ustaran on Privacy by Design
- News
  - Unspoken truths about Schrems II
- News
  - Getting The Deal Through: Automotive 2020
- Media Mention
  - EU and U.S. start discussions on 'enhanced' Privacy Shield data-sharing agreement *Computer Weekly*
- News
  - The Schrems II aftermath: Deep dive into SCCs