

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 25 years 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 *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*



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Languages

English

Spanish

Practices

Privacy and Cybersecurity

Cyber Risk Services

Government Relations and Public Affairs

IT Law

Industries

Technology and Telecoms

Consumer

Financial Institutions

Insurance

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' 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.

Automotive

Sports, Media and Entertainment

Areas of focus

Health Privacy and Cybersecurity

Breach Preparedness, Response, Investigation, and Communications

Privacy and Cybersecurity Public Policy Counseling and Advocacy

Risk Management, Governance, and Compliance

Workplace Privacy

Digital Health

Global Regulatory in the UK

Education and admissions

Education

Licenciado en Derecho, University of Navarra

LLM, European and International Trade Law, University of Leicester

Memberships

International Association of Privacy Professionals

Bar admissions and qualifications

Certified Information Privacy Professional (CIPP/E)

Awards and rankings

- Acritas Star, *Acritas Stars Independently Rated Lawyers*, 2018-2020
- Leading Individual (Data Protection), *Legal 500*
- Star Individual (Data Protection), *Chambers UK*
- Media, Technology, and Telecoms: Cyber Law (Including Data Protection and Privacy), Recommended, *Legal 500 US*, 2021

Latest thinking and events

- News
 - Upcoming Privacy and Cybersecurity events - June
- News
 - The European Commission clarifies its own Standard Contractual Clauses
- News
 - Upcoming Privacy and Cybersecurity events - May
- News
 - Upcoming Privacy and Cybersecurity events - April
- Press Releases
 - Hogan Lovells advises AXA UK&I on acquisition of Ageas UK's commercial business
- News
 - EU and US on course to adopt Schrems II-compliant transfers framework