

## Katie McMullan

Counsel  
London

### Biography

Top global technology and consumer-facing businesses seek Katie McMullan's advice on privacy and cybersecurity strategies and policies. She regularly advises on e-Privacy matters, including data-driven marketing strategies, personalisation activities and cross-device tracking.

Katie has extensive experience in developing global compliance programs, cloud-based services, outsourcing arrangements and data transfer solutions (including Binding Corporate Rules and Binding Corporate Rules for processors).

Prior to returning to private practice in 2011, Katie worked in-house as a data protection and freedom of information specialist for the BBC and has undertaken a number of client secondments. As a result, she understands business as well as law and uses this first-hand, practical experience to provide real-world, commercial advice to our clients.

Katie was a contributor to 'European Privacy; Law and Practice for Data Protection Professionals' (IAPP, 2022).

### Representative experience

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

Strategic advice for participants in the ad tech industry on how to address notice and consent obligations and legitimise data processing activities in practice



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### Languages

English

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### Practices

Privacy and Cybersecurity  
Marketing and Advertising  
IT Law

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### Industries

Consumer  
Technology and Telecoms

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### Areas of focus

AdTech  
Breach Preparedness, Response,

Advising global companies on emerging issues and day-to-day compliance and commercial issues in the area of privacy and cybersecurity

Assisting multinationals to devise and implement workable strategies to legitimise international data flows, for example when centralising an HR database outside Europe

Advice for international businesses operating in or looking to enter the UK market on the implications of Brexit

Advice for a major consumer-facing booking platform on a comprehensive strategy for data sharing and optimization amongst brands.

## Awards and rankings

- Associates to watch (Data Protection), *Chambers*, 2023
- Associates to watch (Data Protection), *Chambers*, 2022

## Latest thinking and events

- News
  - EDPB Opinion on controller accountability in sub-processing chain
- News
  - ICO's call to action for UK website cookie banners
- News
  - The ICO's new streamlined approach to UK BCR
- News
  - Binding Corporate Rules: What's new in the updated EDPB guidance?
- Press releases
  - Hogan Lovells welcomes the New Year with 38 new partner and 77 new counsel

Investigation, and  
Communications

Corporate and Commercial  
Transactions

Consumer Protection and  
Privacy

Privacy and Cybersecurity  
Public Policy Counseling and  
Advocacy

Risk Management, Governance,  
and Compliance

Workplace Privacy

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## Education and admissions

### Education

BCA, Victoria University of  
Wellington, 2005

LL.B., Victoria University of  
Wellington, 2005

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## Memberships

International Association of  
Privacy Professionals

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## Bar admissions and qualifications

Solicitor, England and Wales  
New Zealand

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## Accolades

Katie is "a highly commercial and diligent lawyer with excellent interpersonal skills"

promotions

*Chambers UK Guide 2022*

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■ News

- The European Commission clarifies its own Standard Contractual Clauses

"Katie McMullan is a rising star in this space." "She has a high level of knowledge."

*Chambers UK Guide 2023*

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"Katie McMullan is very approachable and gives great pragmatic and commercial advice"

*Legal 500 UK 2023*

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