

GDPR and Global Privacy

Wiley routinely advises clients on their compliance obligations with international privacy and data protection laws – including the General Data Protection Regulation (GDPR), the European Union’s (EU) landmark privacy regulation. The GDPR’s broad territorial scope means that US-based companies that operate in the EU or interact with individuals in the EU may be subject to its strict data governance requirements.

We help our clients keep pace with developing privacy and data protection industry standards. Our team’s expertise includes:

- Evaluating GDPR coverage and assessing risk.
- Assisting in developing global privacy compliance programs.
- Drafting privacy policies.
- Advising on compliant cross-border data transfer mechanisms, including the use of Standard Contractual Clauses or Binding Corporate Rules.
- Assisting clients in transitioning from the Privacy Shield program to alternate cross-border data transfer mechanisms.
- Advising on internal and external privacy and data protection policies, including data retention policies and incident response plans.
- Performing data protection impact assessments (DPIA).
- Helping clients evaluate and manage privacy risks, including in strategic transactions such as IT outsourcing, mergers and acquisitions, and vendor agreements.
- Assisting clients in responding to data breach incidents, including drafting breach notification notices.
- Assisting in privacy training for employees, conducting extensive tabletop exercises, and addressing key issues with Boards of Directors and executive management.
- Advising on developments in international regulation of artificial intelligence (AI) and algorithms, particularly in Europe, as well as Europe Commission’s Digital Services Act.

Our expertise also extends to privacy laws in other countries and regions, including Canada, Mexico, Brazil and South Korea. We also engage with U.S. agencies responsible for working with foreign governments on privacy frameworks and their impact on U.S. businesses. As the international landscape of privacy and data security evolves, Wiley attorneys continue to closely track developments in privacy law worldwide and assist

clients with comprehensive strategies for both compliance and advocacy with international privacy regimes.

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