

Press Release:

Couchmans launches SportsDataProtection.com ahead of wholesale changes to EU data protection law

Date of release: 12 November 2015

Specialist sports business lawyers Couchmans LLP have launched a new website to provide information and assistance on data protection, with a particular focus on those entities operating in the sports, fitness and related industries.

The site, SportsDataProtection.com, has been built specifically with the proposed changes to EU data protection law in mind. The new law – the General Data Protection Regulation – is currently being discussed by three European bodies: the Commission, Council and Parliament. It is expected to be finalised by the end of this year.

The proposed Regulation is in large part a response to the rapid advancement in technology and the emergence and proliferation of social media. The current Directive is now 20 years old.

Changes are expected in various areas including the definition of consent, the territorial reach of the law and the levels of fines. The launch comes at a time of heightened focus on data protection issues. European and US authorities are currently engaged in talks to try to agree a replacement to the Safe Harbour arrangements that were declared invalid by the Court of Justice of the European Union on 6 October 2015 after privacy campaigner Max Schrems had brought an action against Facebook in Ireland.

“People ought to start thinking about this new Regulation now, if they have not already,” said Couchmans’ partner and head of digital and IP, Nick White.

“Sports bodies, brands and others will need to identify the key areas where the law is going to change and then work out how to comply with the new law as efficiently and effectively as possible. Our aim with this site is to provide information and practical support to entities that need help with compliance with data protection laws, old and new.”

For further information please contact Nick White on 020 7611 9660 or nick.white@couchmansllp.com

Couchmans have also set up a LinkedIn Group, “Sports Data Protection”, which you can join here: <http://bit.ly/1QhZ5gj>

Continued/...

About Couchmans LLP

Couchmans is the UK's leading specialist sports law firm (as ranked by the independent legal directories), providing advice to clients operating in the sports industry around the world. The firm serves many of the most prestigious operators in sport, who benefit from an unrivalled collective experience and highly commercial approach.

The leading independent legal directories say the following about the firm:

"The UK's leading sports boutique" (Legal 500)

"If you want someone who knows the sports business inside out, these are the guys to call" (Chambers & Partners)

"Formidably strong line-up ... the firm dominates the commercial side of the sector" (Legal 500)

"A phenomenal sports practice ... there is clear, blue water between Couchmans and rival boutique sports firms ... the firm acts for some of the best known names in the sports industry" (Legal 500)

"The premier sporting boutique ... extremely commercial, increasing the value of every deal with the knowledge it brings" (Chambers & Partners)

"The achievement of this firm is incredible ... the country's number one sports boutique" (Chambers & Partners)

Websites: www.couchmansllp.com and www.sportsdataprotection.com

Twitter: @CouchmansLLP

LinkedIn: <https://www.linkedin.com/company/couchmans-llp>