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# International Privacy

Our clients collect, use, manage, store, and share personal data every second of every day. Whether a client is based in the United States, the UK, EU, or elsewhere, Polsinelli is prepared to provide our clients with practical advice on how to handle complex international data privacy issues across numerous jurisdictions and industries. Polsinelli understands that the constantly changing international data privacy landscape continues to impact how our clients develop new technologies and approach novel issues.

To address these complex and novel issues, it is always Polsinelli's first goal to understand our clients' businesses and existing data protection practices. This allows us to identify gaps and advise clients on implementing and maintaining practices and policies that align with their international business objectives. At the end of the day, our goal is to help clients meet their privacy compliance obligations in a practical manner and ensure that they can continue to innovate and pursue their cutting-edge business strategies.

Polsinelli regularly assists clients across the globe, including in the UK, EU, United Arab Emirates, China, Brazil, India, Mexico, and Canada. The depth of our global capabilities, which includes attorneys licensed both in the US and internationally, along with strong relationships with trusted local counsel, allows us to provide comprehensive international data privacy services, including:

- Assessment and implementation of global privacy compliance programs that address requirements under EU and UK GDPR, PIPL, PIPEDA and other country-specific privacy regimes.
- Assistance with cross-border personal data transfers, whether in vendor arrangements, commercial transactions, or marketing strategies.
- Guidance on the interplay of international privacy laws with emerging issues, such as artificial intelligence/machine learning, health informatics, ad tech, and global clinical trials.
- Comprehensive data privacy and security due diligence in global M&A and commercial transactions.
- Managing sensitive security incidents, breach response, and notification.
- Negotiation of complex technology licensing transactions and data privacy-specific addenda.
- Analysis and drafting of internal and customer-facing privacy and security policies and procedures.

Not only does Polsinelli's international privacy team handle complex privacy issues for clients daily, but they are also committed to maintaining their status as industry leaders. Polsinelli's attorneys are frequently asked to speak and write about emerging issues and maintain certifications issued by the International Association of Privacy Professionals (IAPP).

# Matters

- Advised on enterprise-wide privacy compliance programs for multinational organizations across a range of industries, including consumer brands, manufacturing, franchise, and nonprofit.
- Advised numerous biotherapeutic companies on GDPR obligations with regard to clinical trials.
- Implemented comprehensive GDPR programs for companies across highly regulated industries, such as health care, education, and finance.
- Advised major U.S. sports franchise with international marketing strategy.
- Conducted privacy and security due diligence for acquisition of leading online education provider.

# Publications

February 28, 2025
**Examining Cybersecurity Critical Infrastructure Regulations in the U.S. and EU**

February 6, 2025
**2025 Technology Transactions & Data Privacy Report**

January 7, 2025
**Cybersecurity Compliance in 2025 – Know Your "Technology" Assets**

May-June 2024
**International Privacy Law Update: India and Saudi Arabia**
*Co-Author, The Global Regulatory Developments Journal Vol.1, No. 3*

January 24, 2024
**2024 Tech Transactions & Data Privacy Report**

January 24, 2024
**International Privacy Law Update**

December 12, 2023
**The EU AI Act, The World's First Comprehensive AI Regulatory Scheme**

November 29, 2023
**Is the EU AI Act Faltering?**

October 31, 2022
**EU Cyber Resilience Act**