

Katie McMullan

Senior Associate

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, 2019).

Representative experience

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



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Languages

English

Practices

Privacy and Cybersecurity

Cyber Risk Services

Marketing and Advertising

IT Law

Industries

Consumer

Technology & Telecoms

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

Advising a number of global companies on the development and implications of the General Data Protection Regulation in practice

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

Latest thinking and events

- News
 - The effect of the Brexit Deal on data protection
- Webinar
 - Brexit 2020 Webinar Series – Webinar 6: Brexit here and there: UK/EU negotiations update and the future of data protection law
- News
 - Getting customer communications right in times of coronavirus
- Hogan Lovells Publications
 - Trending topics in retail and fashion
- Hogan Lovells Publications
 - The holiday shopping rush is here – Eight things retailers need to know this season *Consumer Alert*
- News
 - CJEU: Consent on the Internet means ‘opt in’

Areas of focus

AdTech

Breach Preparedness, Response, Investigation, and Comms

Corporate and Commercial Transactions

Privacy and Cybersecurity Public Policy Counseling and Advocacy

Risk Management, Governance, and Compliance

Workplace Privacy

Education and admissions

Education

BCA, Victoria University of Wellington, 2005

LL.B., Victoria University of Wellington, 2005

Bar admissions and qualifications

Solicitor, England and Wales

New Zealand
