

# INTERIM LEGAL TALENT: Privacy Law Expertise On-Demand

Interim Legal Talent is uniquely positioned to provide organizations with the expertise, on-demand resourcing and bandwidth required to effectively and efficiently navigate all your privacy law needs. Our interim counsel and privacy professionals provide timely, sophisticated counsel and guidance to organizations on their most important privacy matters. MLA interim counsel and compliance professionals are embedded seamlessly into our clients' privacy teams and assist these clients in both their execution and realization of desired business and legal outcomes.



## How We Can Help:

Corporate privacy law encompasses an extensive range of regulations and guidelines across many jurisdictions designed to protect personal data and ensure responsible data handling practices. These laws vary significantly across jurisdictions, covering aspects such as data collection, processing, storage, and cross-border transfers. MLA's interim counsel assists organizations across the privacy landscape, including:

- U.S. Federal and State-Specific Regulations
- International Regulations
- Impact on Multinational Corporations
- Key Protections:
  - › Data Subject Rights
  - › Data Minimization
  - › Purpose Limitation
  - › Security Measures
- Data Collection and Processing (e.g., identifying the need for and obtaining appropriate consent; building data processing maps)
- Cross-Border Data Transfers (e.g., negotiating complex data transfer provision language; drafting Transfer Impact Assessments; assisting with cross-border applications such as Data Privacy Framework)
- Transparency (e.g., drafting compliant privacy and cookie notices)
- Compliance Across Jurisdictions (e.g., building a unified privacy framework based on privacy principles to address varied compliance regimes)
- Impact on Business Operations (e.g., drafting and negotiating DPA and AI provisions and creating playbooks)
- Assessing Legal and Financial Risks (e.g., drafting Privacy Impact Assessments)
- Incident Response Support

These laws require domestic and multinational corporations to adopt comprehensive data protection strategies and ensure that their data handling practices are compliant with the most stringent regulations they encounter. This often involves significant investments in technology, legal expertise, and employee training to maintain compliance and protect personal/consumer data.

## What Makes Us Unique:

Engaging experienced, on-demand privacy professionals in an interim and project capacity offers numerous advantages, ranging from reducing reliance on costly outside partnerships, bandwidth relief and filling expertise gaps, enabling your organization to effectively navigate the intricate landscape of privacy regulations. Key benefits include:

- Flexible solutions:
  - › Adapt to shifting workflows
  - › Valuable during transitional periods or workload increases
  - › Ensures robust and effective compliance programs
- Cost-effective alternative:
  - › Fraction of the cost and time of full-time hires
  - › Immediate access to specialized knowledge and skills
- Key negotiators for strategic transactions:
  - › Represent the corporation during third-party dealings
  - › Collaborate with corporate management, board of directors, clients, and stakeholders
  - › Align privacy strategies with business goals

Overall, experienced privacy professionals bring valuable expertise, flexibility, and cost-effective solutions to a company's privacy program, aiding in navigating complex regulations and effectively mitigating risk.

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## Case Study Spotlights:

### CASE STUDY #1



#### The Challenge

The legal department of a leading U.S.-based airline was facing a high volume of privacy and technology contracts matters, ranging from data processing agreements, software licensing deals, SaaS agreements, IT services contracts and other transactions. The department was exploring various avenues to address mounting workload—including engaging outside counsel and embarking on a hiring process—but those proved to be inefficient and costly. The department also wanted to retain institutional knowledge and mitigate data privacy risks. They needed a privacy attorney with experience in drafting, reviewing and negotiating privacy provisions and technology contracts, as well as providing legal guidance on data protection issues.

#### The Results

The interim counsel successfully handled the privacy and technology contracts matters for the airline, delivering high-quality work and reducing the reliance on outside counsel. The interim counsel also helped the department to develop and follow documented playbooks for issue-spotting, risk analysis and contract fallback positions. The interim counsel also stayed abreast of legal and regulatory changes impacting data processing activities and provided legal guidance to cross-functional teams on mitigating data privacy risks. The interim counsel's placement enabled the department to insource the workload, retain institutional knowledge and lessen reliance on outside counsel.

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### CASE STUDY #2



#### The Challenge

Our food and beverage client's privacy team was overhauling their global privacy program. To do so, they needed the global privacy team working with their business partners establish a privacy framework and put new controls in place. At the same time, their commercial lawyers were asked to review an increasing number of agreements with specialized privacy provisions. The commercial lawyers lacked the expertise and bandwidth to review and negotiate these provisions, so they relied on the privacy team for extra support. This created a bottleneck with their commercial agreements and pulled the privacy team away from their core focus.

#### The Results

The interim counsel reviewed our client's existing contracting operations for privacy and cybersecurity, revised the client's DPA templates and created a DPA negotiations playbook for the commercial lawyers. As a result, our client's global privacy team was able to get through the required work, which put them on pace to complete their project ahead of schedule. Due in part to this success, our client also engaged our UK Interim team to find a data privacy analyst who could help them get through a backlog of Data Subject Requests (DSRs).

**Together we bridge the gap between exceptional interim legal talent and the dynamic needs of legal departments and law firms.**