

Case Study:  
Achieving cross-border  
privacy compliance through  
ONE integrated approach



Our ONE international counsel model is designed to adapt to a wide range of data privacy compliance projects. Collaborating closely with in-house legal and key stakeholders across their business, we developed a single approach to privacy compliance, covering 29 jurisdictions, and saving our client valuable time and money.

#### **The Client**

Our client is a global business, providing emergency evacuations and medical assistance to their customers' employees travelling in high-risk areas. They also license a technology platform, to state governments, which can trigger every mobile phone in a given region to issue an alarm in the event of a missile attack from a state actor or a serious weather event.

Our team at MDR ONE were instructed to complete a privacy compliance project for this client across 29 countries within a 12 month period.

#### **The Solution**

The brief was to create a single approach to privacy compliance across the entire business.

Our team adopted a highest common denominator approach, first looking at the strictest privacy and data protection rules, then completing a practical assessment of the areas of the business that were already meeting that standard, and where the material deviations were. In reality, the business was already adhering to the highest required standard in 75% of cases and was extending these practices to other areas of its operations, even in jurisdictions where such compliance was not mandatory. For the remaining 25% of cases, we worked with the General Counsel to benchmark regulatory attention and enforcement activity on the areas of non-compliance with the highest common denominator. This included modifying approaches where the regulatory appetite to enforce or fine was high and taking a pragmatic view where the practical enforcement risk was low.

The project culminated in the development of a single, global privacy playbook for the client, which was completed in 11 months rather than 12, and coming in 15% under budget.



## It starts with MDR ONE

ONE is our integrated international counsel model, providing global employment and privacy law support, wherever you need it.

Drawing on the in-depth local knowledge and expertise of leading lawyers from around the world, we provide you with intelligent, scalable and consistent global legal support – all coordinated by us as one integrated service.

We are always your one primary advisor and one point of contact wherever you need support in the world. All managed seamlessly from start to finish, within your budgets and timescales.

To find out how we can support you with a single source of data protection and privacy advice, [please get in touch.](#)



**James Boyle**  
Partner  
T: +44 1223 225 028  
E: [james.boyle@mdr-one.com](mailto:james.boyle@mdr-one.com)



**Emily Francis**  
Managing Associate  
T: +44 20 7382 8055  
E: [emily.francis@mdr-one.com](mailto:emily.francis@mdr-one.com)



**Louise Schofield**  
Associate  
T: +44 20 3321 6484  
E: [louise.schofield@mdr-one.com](mailto:louise.schofield@mdr-one.com)

MDR ONE is a trading name of Mishcon de Reya LLP. Mishcon de Reya LLP is a limited liability partnership registered in England and Wales with number OC399969 and is authorised and regulated by the Solicitors Regulation Authority under SRA number 624547. A list of members is available from its registered office: Africa House, 70 Kingsway, London, WC2B 6AH