

What is a representative? When do you need one?

A representative, generally an external organization, acts as a contact point for regulators and data subjects for data protection compliance purposes. Controllers and processors offering goods or services to, or monitoring the behavior of, data subjects in the UK or the EU are required by law (subject to some exceptions) to either have an establishment or to appoint a representative in the UK/EU.



How does Brexit impact the need for representatives?



From December 31, 2020, controllers and processors who already have a representative or who need one for the first time need to appoint one in both the UK and a member state of the EU if offering products or services or monitoring the behaviour of individuals in both areas.

Representative services from datarologie



datarologie is a privacy solutions service from leading international law firm Reed Smith. Led by experienced privacy lawyers and practitioners, we have extensive knowledge of data protection laws and how to deal with regulators. Our representative services are fully GDPR-compliant and include the following:

- Representatives in Belgium, the UK and France.
- A dedicated contact point so regulators can contact us on your behalf and for you to register us as your representative with those regulators.
- A dedicated email address so data subjects can contact us as a first port of call.
- A call to discuss your requirements and data protection compliance program.
- We will hold a copy of your records of processing on your behalf.

Where needed, we also provide additional support, including direct correspondence with regulators and data subjects on your behalf, and other legal advice and data solutions through the wider Reed Smith and datarologie offerings, including audits and outsourced DPOs.

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Next steps

If you have any questions, or would like further information, please contact us at info@datarologie.com.

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through partnership

Do you need a local representative in the UK or the EU?

