




## **DUC TRAN**

### SENIOR ASSOCIATE

[London](#)

Duc is a Senior Associate specialising in TMT and data protection.

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## **BACKGROUND**

Duc graduated from the London School of Economics, United Kingdom in 2008 having studied Law (LLB)

Duc holds a BCS Certificate in Data Protection from BCS Chartered Institute for IT (DPPC)

## **KEY SERVICES**

Technology, Media and Entertainment, and  
Telecommunications  
Corporate

## **KEY SECTORS**

Technology, Media and Telecommunications  
Banks and other Financial Institutions

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## **EXPERIENCE**

Over the course of his ten-year career at Herbert Smith Freehills, Duc has amassed a significant amount of data expertise advising a client base consisting of household names across an array of industry sectors including commerce, construction, financial and professional services, food, mining, media, oil and gas, postal and telecoms services, transport and utilities on a range of often complex and strategic matters impacted by data-related legislation, including but not limited to the GDPR.

Duc's work in this area spans regulatory compliance (including in respect of data-related policies and procedures, negotiating contractual provisions addressing data protection and

data security, joint controller arrangements, international data transfers and BCRs, privacy impact assessments, data retention, disclosures of data, carrying out global compliance audits), data breach response and advising on data privacy and exploitation issues arising in the context of transactions and projects involving the commercialisation of data.

Duc has spent time on secondments at UBS and LCH.Clearnet where he worked on a number of data protection-related matters and led a number of global legal compliance projects. As such, he understands the commercial imperatives that drive the management of legal risk and the importance of pro-active support.

Duc is regularly invited to speak at industry events, frequently provides tailored data-related education programmes for clients and has been quoted numerous times in the Financial Times and other news outlets in relation to his views on data protection, GDPR and data breach issues. Duc often writes thought leadership pieces for data-related journals and publications, including [this article](#) for PDP which explored the rules regarding automated decision making in the context of real-world machine-led disruptive technologies.

Duc is noted for his "technical ability and insightful commercial perspective".

Duc's experience includes advising:

- on global data compliance projects for a range of clients, including an international recruitment consultant, a pharmaceutical company, an international investment bank and an international foodservice wholesaler and distributor
- on data compliance and exploitation issues arising out of the establishment of a number of high profile customer-facing platforms, including a blockchain-based mobile-first ethical investment platform for a not-for-profit organisation and a joint platform operated by a UK clearing bank and UK financial technology company
- a central body in the UK energy market on participating in the government-led smart metering programme, data transfer agreements in the electricity industry, data analysis activities and the use of industry data
- A UK retail bank on the data aspects of a major transformation and its £2bn long term outsourcing arrangements covering all critical IT and business services
- a major UK transport operator on the integration of its customer database and marketing operations with those of a JV partner

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