

Protecting Reputation





Our expertise

Reputation is a key asset for any business. It can take years to build but seconds to ruin. Attacks on social media or being the victim of cyber-crime or the subject of regulator intervention can all damage your reputation in a way which is business-critical. Reputation is fundamental to enhancing business value and should be protected on a daily basis. Early identification and management of risks is essential.

Reputation management

We take a pro-active approach and operate across the full spectrum of media outlets. We engage with publishers pre- and post-publication and act quickly to secure takedowns, corrections and apologies, in addition to advising on formal legal action. Disgruntled employees can also cause significant reputational damage, particularly via social media commentary. Prevention is always better than cure and we have extensive experience of producing policies and procedures as well as employee education programmes.

Dealing with fraud, financial crime and regulatory investigations

The true cost of fraud or a compliance or cyber-crime incident is more than just a number – intervention and penalties from regulators can lead to damage to reputation, business disruption, lost trade, lost management time and litigation risk in addition to the cost of investigations and disciplinary procedures. We deal with all aspects of fraud, financial crime, compliance and cyber security matters.

Inquests and inquiries

Inquests may involve disclosure and witness evidence from organisations which can expose them to future claims. Inquests held in public may also attract unwanted interest. We provide comprehensive representation and support from start to finish.

Being involved with a statutory inquiry can affect an organisation's reputation, positively and negatively. We are experienced in assisting clients deal with requests for information, representing them as core participants and dealing with publicity.

Managing data

Data privacy and information law impacts businesses of all sizes; never before has the way you treat data been more important. Getting it right will demonstrate good governance, enhance your reputation and business value and protect one of your largest assets. Our UK data protection experts work alongside our international network across key industry sectors to provide commercial solutions and practical advice on how to protect your business interests.

Legal challenges

Making a difficult or unpopular decision, such as closing or changing a service, may increase the risk of legal challenges against your organisation. Our in depth knowledge of public law (including the Judicial Review process) enables us to advise clients in respect of their consultation and decision-making procedures, mitigating against the risks of a successful challenge and ensuring proper audit trails are created.

Whatever the issue, we act as a single point of contact, making it easier to address your business needs. Our strength and depth of experience and resource is a real benefit to you, especially in the most urgent of cases where immediate action is required.



Our services

We would welcome the opportunity to come and talk to you about the practical steps your business can take to protect its reputation and business value. Our services include:

Crisis communications / management – we can advise on preventative measures, including risk management and cyber/data breach response plans, as well as addressing a crisis situation if things were to go wrong.

Dispute resolution – we offer a fully comprehensive dispute resolution solution should that become necessary. Our dispute resolution team are experts in dealing with defamation, data protection and employment issues as well as follow-on litigation from internal or regulatory investigations.

Training and other services – we can offer bespoke training for all levels of your organisation to improve practises.

We can also undertake audits and health checks to assess key risks to your organisation.

Where we identify areas of risk, we can develop and implement policies and procedures to ensure you are in the best position to protect your business.

We also offer independent helplines such as our 24/7 whistleblowing hotline which can be tailored to ensure it fits your business needs.

Selected experience

- Acting for an individual and her employer to procure the removal from YouTube of a film clip which showed the individual and was accompanied by statements defamatory of them both
- Representing a national care provider in Article 2 inquest proceedings concerning the death of a care home resident. We mitigated reputational impact to our client by, amongst other things, successfully submitting that a Regulation 28 Report was not required.
- Advising clients in connection with statutory inquiries including the Independent Inquiry into Child Sexual Abuse and the Grenfell Inquiry.
- Advising clients on significant data breaches, including advice on the handling of detailed investigations, undertaking immediate steps to mitigate any risks to data subjects and to the organisation's reputation, discharging any obligation to notify the data subjects, assisting in notifications to, and any subsequent dealings with, the Information Commissioner, reviewing data policies and procedures and advising on remedial action.
- Acting for a care provider client which was the subject of a documentary where an undercover reporter had obtained covert footage. We advised on steps to be taken against the broadcaster and to protect the interests of the service users.

Practice in brief

- Over 150 partners with more than 900 people located across the UK, Middle East and Far East providing a full-service integrated offering to clients with local knowledge and expertise at its core.
- Nine offices located in Abu Dhabi, Bahrain, Birmingham, Dubai, Exeter, London, Malaysia, Manchester, Oman.
- Member of Interlaw, the 'Elite Global Law Firm network', with lawyers in more than 150 cities worldwide.

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