



E-Commerce

Our ecommerce team has specialist lawyers advising clients on all aspects of e-commerce and multichannel projects.

Breadth and depth to support clients whatever their needs

We have a team of e-commerce specialists operating nationally.

We are senate members of the e-commerce industry body, the Interactive Media in Retail Group (IMRG). Our team has specialist knowledge of e-commerce, acting for many of the UK's best known retailers.

Sector expertise

As advisors to and senate members of IMRG, we stay at the leading edge of e-commerce. Through our membership of IMRG we help formulate policy and influence future legislation and participate in consultations on proposed legislation, codes of practice and government guidance at both a UK and European level.

Helping the clients reduce risk

We advise on all aspects of e-commerce including customer facing 'front end' aspects (terms and conditions, privacy policies, data strategies, advertising & marketing and regulatory compliance) and 'back end' infrastructure (development and hosting, support and maintenance, data processing and management and fulfilment)

Why Bond Dickinson?

- Technical knowledge/sector specialists: our expertise in e-commerce means you will be receiving expert advice for your context
- National coverage: we have e-commerce lawyers in London, Southampton, Leeds, Bristol and Newcastle so can give you full service resource
- Focus on service delivery: we know that our reputation depends on delivering excellent client service, and that we will only succeed if our clients are happy

“ They are one of a handful of firms who have the specific skills, knowledge and expertise that retail in-house counsel need ”

**Bond Dickinson Retail Practice
Chambers and Partners 2015**

Our recent experience

- Advising an international retail client on the development of a multi-channel platform to enable customers to purchase goods and services in any number of ways or combinations including e-commerce and via mobile phones and linked in to social media such as Facebook and Twitter
- Working with an international retail client on their suite of consumer facing documents in both online and offline contexts as part of their multi-channel strategy. This has involved drafting and advising on the client's website terms of use and privacy policy, together with their terms and conditions governing the sale of products and supply of services.
- Assisting a leading European online trust mark provider on its guide for members on online legal and regulatory compliance.
- Supporting IMRG on guidance for members and responses to consultations on new legislation including:
 - guidance note for IMRG members on the cookies laws (including practical compliance advice, information about the ICO's position on this issue, and examples of how to achieve compliance); and
 - response to the Ministry of Justice call for evidence on EU Data Protection Regulation proposals.
- An international retail client on developing a first of its kind in-store mobile shopping experience. The solution takes customers from an app download (using in-store wifi) through to item searching and scanning followed by a mobile payment and checkout facility.
- Advising a global household name offering various retail, travel, banking and other services on the redesign, development and hosting of its main .com website.
- Working with various UK and international retailers on credit referencing solutions and ID verification services that are bolted on to e-commerce and multi-channel platforms, primarily for point of application and point of sale security.
- Providing a European clothing brand with legal advice on its new e-commerce website and multi-channel strategy.
- Advising a leading UK and worldwide brand on the renegotiation of its major ecommerce systems. These systems have links to, and dependencies on, the core IT systems within the business, including areas of the business with no ecommerce presence, which added to the scale and complexity of the project.

Key contacts

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