



Paul Greaves

Senior Associate

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Related Services

Privacy, Cyber & Data Strategy ■ Technology ■ EU General Data Protection Regulation

Paul Greaves advises on all aspects of privacy, cyber, and data law across a diverse range of clients - from global technology firms to life sciences startups expanding into Europe. His extensive experience includes advising on EU and UK GDPR compliance projects, cross-border data transfers, and personal data breaches. Paul also regularly advises multinational companies on EU digital strategy laws including the EU AI Act, the Cyber Resilience Act, the Digital Services Act, and the Data Act.

Paul's expertise has been recognized by *The Legal 500*, which named him as a "key lawyer" for EU privacy and data protection.

Before joining Alston & Bird, Paul worked as an associate in the Brussels and London offices of international law firms. Paul also has experience working as an in-house privacy lawyer in a highly regulated sector.

Representative Experience

- Advising multinational companies on EU and UK GDPR compliance in connection with their expansion into Europe, including a cryptocurrency trading platform, an identity verification service provider, and a fast-food chain.
- Advising providers and deployers of high-risk AI systems on their compliance obligations under the EU AI Act.
- Conducting group-wide data protection compliance audits, including for a global contract research organization.
- Representing and supporting organizations in their interactions with the UK Information Commissioner's Office, including a global gaming and gambling company in connection with a personal data breach, and a U.S.-based charitable foundation developing a medical testing passport.
- Assisting global companies respond to personal data breaches, including by advising on multijurisdictional notification strategies, and by supporting reputation management efforts.
- Representing a global diversified manufacturing conglomerate in privacy and data protection matters, including by creating global data protection standards and coordinating a multi-phase global data protection compliance project spanning three years.
- Advising a major social media company on its pseudonymization and anonymization strategies.

Publications & Presentations

Publications

- “European Union: The Court of Justice’s Decision in Schrems II: Transferring Data Outside of Europe Just Got More Complicated,” *Mondaq*, July 22, 2020.
- “Comparative Guides: Cybersecurity,” *Mondaq*, July 16, 2020.

Presentations

- “Artificial Intelligence Around the World: A Comparative Approach to AI Regulation Between the EU, UK, the U.S., and China,” Brussels IAPP KnowledgeNet, Brussels, November 30, 2023.
- “The Proposed Cyber Resilience Act: New Cybersecurity Rules for Connected Devices,” IAPP Europe Data Protection Congress 2023, Brussels, November 16, 2023.

Professional & Community Engagement

- IAPP Young Privacy Professional – Brussels KnowledgeNet Chapter (2024)

Education

- University of Law (L.P.C., 2014)
- University of Birmingham (LL.B., 2013)

Admitted to Practice

- Brussels Bar (E-list)
- Solicitor of the Senior Courts of England and Wales
- Ireland (non-practising)