



ANNA BLEST

Senior Knowledge Lawyer
London

E: anna.blest@bcplaw.com

T: [+44 \(0\) 20 3400 4475](tel:+44(0)2034004475)

BIOGRAPHY

Anna is the knowledge development lawyer for the Technology and Commercial Group. Her role is to support the team and its clients with technical legal knowledge, provide training and thought leadership and promote know-how across the practice area. Anna is also involved in the promotion of the knowledge of the group to existing and potential clients. Her advisory work covers the full range of work of the Group, including commercial contracts, information technology, intellectual property, data protection and outsourcing. She is part of the firm's Retail & Consumer Products group and also advises on complex consumer law issues, including e-commerce regulations.

Anna is a contributing author to Financial Regulation: Emerging Themes in 2022 – an extensive collection of articles around the themes of Brexit; Regulatory Change; Regulatory and Litigation Risk; Technology; Governance; and Sustainability and People. Anna also authors the Global preface and UK chapter of Lexology's Getting the Deal Through publication on [cloud computing](#). She also

contributes to the [tendering and procurement](#) section of the Royal Institution of Chartered Surveyors isurv website.

THE GROWTH OF CLASS ACTIONS: WHAT'S NEXT?

We explore the rapidly changing legal landscape

ADMISSIONS

- England and Wales

RELATED PRACTICE AREAS

- Copyrights
- Media & Communications
- Food & Beverage
- Cryptocurrency & Digital Assets
- General Data Protection Regulation
- Corporate Carve-Outs & Transitions
- Marketing & Advertising
- Intellectual Property and Technology
- Outsourcing
- Retail & Consumer Products
- Sports & Entertainment
- Data Privacy & Security
- Commercial Contracts
- Technology Transactions
- Corporate
- Investigations
- Litigation & Dispute Resolution
- Regulation, Compliance & Advisory
- Sports & Entertainment Contract, Endorsement & Celebrity Representation Practice
- Anti-Doping Practice
- Sports & Event Venue Real Estate Infrastructure and Operation
- Naming Rights & Sponsorship Practice
- Sports & Entertainment M&A Practice
- Sports & Entertainment Specialty Counseling Practice

- Entertainment Industry Practice
- Sports & Event Financing
- Olympic & National Governing Body Practice
- Professional Sports Team Practice
- Digital Transformation & Emerging Technology

RESOURCES

PUBLICATIONS

Anna is a contributing author to the [tendering and procurement](#) section of the Royal Institution of Chartered Surveyors isurv website

RELATED INSIGHTS

Insights

Apr 18, 2024

AI Developers – make sure you are compliant with the GDPR!

Insights

Mar 26, 2024

Digital Speaks - Don't Gamble on Your Consumer T&Cs

Insights

Mar 08, 2024

What is FemTech and how can it meet the privacy needs of its users?

In part one of our series "FemTech: how this growing industry can build trust, protect privacy and redress healthcare inequity... one app at a time", we take an introductory look at the industry, and offer some commercially-minded approaches to address users' privacy needs.

Insights

Feb 21, 2024

Lessons from the growth of FemTech and women's health

BCLP's Healthcare & Life Sciences Practice Group recently partnered with EMIG Digital Health Group to co-host an in-person breakfast seminar and networking event focused on FemTech. Specialists from across the FemTech and wider digital health, pharma and life sciences sectors heard speakers from Flo Health, Apricity and Theramex, amongst others, discuss key themes and lessons learnt from the growth of FemTech. Chaired by Darren Spevick, Managing Director of Russell Strategy Partners, topics discussed included the ecosystem and market and how innovation, effective partnerships, high quality content, and a simple and tangible digital strategy can drive growth in the sector. Attendees also heard from members of BCLP's dedicated FemTech team about the current

themes in, and the direction of travel for, UK and EU privacy and data protection and how robust compliance can help to fuel trust a...

Insights

Jan 31, 2024

Digital Speaks: Don't be shy, disclose AI!

Insights

Jan 18, 2024

Privacy Speaks: A clearer view?

Clearview AI Inc's successful challenge to the ICO's £7.5 million fine focused on the limits of the UK GDPR's jurisdictional reach, succeeding on the grounds that Clearview's processing activities were outside the scope of the UK GDPR. At the time of writing, we await confirmation of whether the ICO will be allowed to appeal. In the meantime, the decisions have provided some interesting clarifications around the application of data protection law to publicly accessible images. This comes at a time when the ICO is consulting on the application of UK data protection law to generative AI (including obtaining training data) and the UK government has dropped plans for a broad exception to current UK copyright rules, which would have permitted text and data mining of copyright protected works for AI training purposes.

Insights

Nov 30, 2023

Data and Cybersecurity - European Union Legislation and Proposals

The pace of new EU law continues unabated, with IoT, cyber security and digital services being key areas of activity. The BCLP Data Privacy & Security team is tracking EU law developments relevant to data and cyber security. In our tracker we (1) provide a snapshot, (2) explain who is impacted and (3) confirm the status and timeline for each of: the Digital Services Act, the Digital Markets Act, the Data Governance Act, the Data Act, the NIS2 Directive, the Cybersecurity Act and the Cybersecurity Resilience Act.

Insights

Nov 27, 2023

Investing in your IP Rights

Insights

Oct 12, 2023

Bridging the gap – UK stands up data transfers “bridge” to the U.S.