



RAFI AZIM-KHAN

Partner

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Biography

The Global Leader of BCLP's Digital Transformation & Emerging Technology Service Line, "Hall of Fame" ranked Rafi Azim-Khan (Legal 500) is the go-to advisor on AI, data privacy, e-commerce, marketing, IP and product innovation for clients across the world, from startups to multinational household names. Based in London and San Francisco, Rafi is a partner in BCLP's Global Technology, Commercial & Data Practice and works closely with the firm's Intellectual Property practice and Sports, Media and Entertainment sector group.

Rafi has been ranked as a leading lawyer for over 25 years in multiple areas by legal guides including Chambers and Legal 500. Clients from Silicon Valley to EMEA have praised Rafi for his "three-dimensional" thinking and have commented: "Rafi is a global star for international advice as he has decades deep multi-country experience", "has...rare expertise in marketing, IP, AI and all things data and digital", "Rafi is able to issue-spot and add high value from his depth of cutting-

edge TMT projects handled and expertise in AI, data and tech laws”, “Rafi has fantastic international business and strategic sense”.

His practice spans the full spectrum of new product innovation and digital and technology law, advising clients globally on artificial intelligence, data protection, autonomous tech, cybersecurity, digital regulation, e-commerce, advertising and marketing, intellectual property, and brand protection.

He has advised on a range of high-profile and market-leading matters, including numerous technology "firsts", the launch of multiple new products (tech and non-tech), major regulatory developments, large-scale compliance projects. the launch and promotion of major consumer brands and products, complex comparative advertising disputes, sponsorship arrangements, and cross-border intellectual property issues. His experience extends across multiple industries, including technology, defence, transportation and sports, reflecting the increasingly central role of digital technologies across all sectors.

Rafi has been at the forefront of the world's most significant technology, data, and regulatory developments. He advises multinational corporations, market disruptors, and high-growth businesses on artificial intelligence, data privacy, cybersecurity, autonomous technologies, digital regulation, e-commerce, advertising and marketing, intellectual property, and brand protection. Clients turn to him for practical, commercially focused advice on complex regulatory frameworks, including the EU AI Act, Data Act, Digital Services Act (DSA), and Digital Markets Act (DMA) and UK DUAA and PECR.

Rafi is widely recognized for translating legal complexity into business strategy. He has led global AI and digital transformation initiatives spanning more than 40 jurisdictions and counseled clients on cutting-edge technologies including autonomous vehicles, robotics, augmented reality platforms, and next-generation data-driven products and services. A market-leading practitioner in privacy and cybersecurity, Rafi is regularly called upon to guide organizations through high-stakes regulatory, compliance, and incident response challenges. He has advised hundreds of businesses on GDPR, CCPA, CPRA, LGPD, and other global privacy regimes, covering data governance, international data transfers, digital platforms, marketing compliance, online contracting, and e-commerce operations. He has also steered clients through significant cyber incidents and data breaches across multiple jurisdictions and is among a select group of lawyers to have secured approval for Binding Corporate Rules governing international personal data transfers.

Beyond technology, Rafi is Chair of the Ad Law Group and has played a pivotal role in bringing some of the world's best-known products and brands to market. He has advised on the launch of Red Bull, Starbucks VIA, international airlines and vehicle programs for major automotive manufacturers, while helping companies navigate regulatory scrutiny, competitor challenges, and evolving advertising rules. He has also advised on landmark intellectual property and comparative advertising disputes, including the groundbreaking O2 "bubbles" trademark case before the

European Court of Justice. Rafi is equally recognized for his work in the sports sector, where he advises on high-profile sponsorship, marketing, media, and commercial agreements. His experience includes matters involving Formula One, Premier League clubs, the London 2012 Olympic Games, and multiple FIFA World Cups.

As a longstanding thought leader, Rafi is also a prolific author, speaker, and commentator on the legal and business impact of emerging technology, innovation and the launch and marketing of new products. He has written or co-authored five leading books on e-commerce, internet regulation, sponsorship and advertising law, and his insights are regularly sought by global media outlets including *The Economist*, *Financial Times*, *Wall Street Journal*, *Bloomberg*, *The Times* and *The Telegraph*. Rafi also contributed to the *FT's Special Report on AI*.

Before joining BCLP, Rafi held a series of market-leading leadership roles, most recently as Head of Crowell & Moring's Digital Law practice and Co-Chair of its Global Advertising & Media practice. Prior to that, he spent more than 16 years at Pillsbury, leading the firm's European IP/IT and Privacy practices while serving as Co-Head of its Global Data Privacy & Cyber practice.

Civic Involvement & Honors

- *Legal 500* Hall of Fame: Technology, Media & Telecoms, 2010-2026
- *Legal 500*: UK Leading Individual, Data Protection & Cybersecurity, 2015-2026
- *Legal 500* UK: Leading Individual, Brand Management, 2004 – 2020
- *The Legal 500* UK: Commercial Contracts, 2020
- *Who's Who Legal*: Global Directory, Data, 2017-2024
- *Best Lawyers*, Advertising & Marketing Law, 2009 – 2026
- *Best Lawyers*, Information Technology Law, 2009 – 2026
- *Chambers UK*: Media & Entertainment, Advertising and Marketing, 1994 – 2026
- *Chambers UK*: Data Protection & Information Law, 2018 – 2026
- *Super Lawyers*: Computers & IT Law, 2013, 2014
- *Chambers Global*: E-Commerce, 2002, 2003
- Legal Experts: Brand Management, 1998 – 2020
- PLC Which Lawyer?, TMT: Technology, UK, 2009 – 2012

- Insiders Guides, Digital Dozen leaders ranking: E-Commerce & Data Protection, 1999, 2000

Professional Affiliations

- Advertising Law Group (Chair)
- E-Commerce Law Group
- International Bar Association
- Law Society
- British American Business (Chair, Law Forum)

Admissions

- England and Wales

Related Capabilities

- Digital Transformation & Emerging Technology
- Data Privacy & Security
- Intellectual Property & Technology Disputes
- Regulation, Compliance & Advisory
- Marketing & Advertising
- Sports, Media & Entertainment
- General Data Protection Regulation
- Retail & Consumer Products
- Technology Transactions

Related Insights

News

Aug 10, 2026

Leading AI, Digital and Emerging Tech Partner Rafi Azim-Khan joins BCLP