

Reputation protection for corporates

If you are a corporate or a brand, building and protecting your reputation is integral to your success. In an increasingly complex environment, you need fast and sophisticated reputation management advice. We are both experienced and adept at reacting quickly to developing situations, and can help you to protect your business' reputation from a wide range of risks.

Hostile media coverage

We help our clients to respond to hostile media coverage, including reports by investigative journalists, undercover reporting, consumer affairs programmes and dirty tricks campaigns. We act quickly and proactively to seek to prevent unlawful media coverage. Post-publication, we can achieve swift remedies such as apologies and damages. Where a newspaper or broadcaster refuses to back down, we can advise on bringing litigation and/or making regulatory complaints to IPSO, Ofcom or the BBC.

Online activism

We help clients who are 'trending' for the wrong reasons. Online reviews, activist-led social media campaigns and negative reviews can be just as destructive to businesses as mainstream media campaigns. We can advise on dealing with activist media campaigns and procuring the takedown of unlawful and malicious posts.

Data breaches

With only 72 hours to report breaches to the ICO, and large fines for non-compliance, businesses need to act quickly and effectively when faced with a data breach. We can advise on your obligations to employees, customers and other stakeholders, and the ICO notification process and any ICO investigation to minimise any reputational damage.

Bad leavers

We can advise on how to limit the damage caused by unauthorised leaks of confidential information by disgruntled employees or bad leavers, including, where necessary, obtaining injunctions prohibiting disclosure.

Data rights culture

Employees and customers are live to their data protection rights. We can advise on your GDPR obligations and on how to deal with data subject access requests.

Collateral damage

Where businesses are involved in inquiries or litigation, the accompanying publicity can cause collateral damage to their reputations. We provide media law support when litigating or providing testimony at inquiries, in order to safeguard your business, confidential information and your reputation.

If you would like to discuss how we can help, please contact one of our **Reputation Protection lawyers**.

Business contacts



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“They’re absolute gold standard. They’re always available, always provide sound advice and always follow through with actions in a quick and timely manner.”

Chambers UK