

The 10 Personal Protection Principles

Just because you may be well known professionally doesn't mean that it should be 'access all areas' on your life or that of your family.

Our [Privacy](#) and [Reputation Protection](#) team have developed strategies to defend clients from unwanted intrusion. We understand only too well the pressures that can be faced by clients who are at the top of their game.

As part of this we have established **10 Personal Protection Principles** to keep in mind:

1. It is **not ok** for false claims to be made about you.
2. It is **not ok** for the media to publish details about your private life or speculate about such matters.
3. It is **not ok** for you or your family to have intrusive photos taken and published without your permission.
4. It is **not ok** for you or your children to be targeted by the media or paparazzi.
5. It is **not ok** for details of your home to be published without your permission.
6. It is **not ok** for people to stalk you or make you feel uncomfortable.
7. It is **not ok** for people to unlawfully access your communications, email or personal information.
8. It is **not ok** for anyone to try and blackmail you.
9. It is **not ok** for people to use your image to promote products or services without your permission.
10. **IT IS OK TO SAY PLEASE STOP.**

If you would like to discuss how we can help please contact one of our [Privacy](#) and [Reputation Protection](#) lawyers.

Business contacts



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"They are an excellent firm who go above and beyond to support their clients and have an unrivalled network of knowledge."

Chambers UK