

December 2023

Commercial and technology newsletter

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## Introduction

Welcome to the Winter 2023 edition of Upload, our commercial and technology newsletter.

I'm pleased to be able to share with you some fantastic articles, full of important updates, useful guidance and opinion on recent cases and hot topics.

I hope you find this newsletter interesting, if you have further questions or queries do not hesitate to get in contact with myself or one of the team listed below.



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## Featured articles

### **Christmas advertising: avoiding an unwanted gift of litigation**

[Alec Cameron](#) discusses the risks of copyright infringement in Christmas adverts.

[Read more →](#)



### **AI and IP law: unstable times**

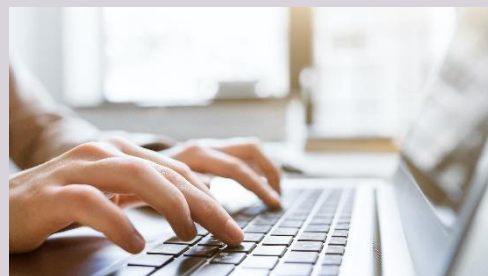
[Alec Cameron](#) examines the growing tension between rights holders in the creative and AI industries.

[Read more →](#)

### **The Online Safety Act 2023: are your terms up to date?**

[Jack Shreeve](#) and [Joseph Thompson](#) discuss the Online Safety Act which was passed in August 2023 to make Britain's internet safer.

[Read more →](#)





## Bridging the transatlantic gap: data transfers under the UK – US Data Bridge

[Kirsty Porter](#) and [William Sell](#) explore how under the Data Protection (Adequacy) (United States of America) Regulations 2023 and UK - US Data Bridge, transfers of personal data will need to meet UK GDPR and Data Protection Act 2018 standards.

[Read more →](#)

## Smart Doorbells/CCTV considerations

[Kirsty Porter](#) provides general guidance to consider if you're installing a CCTV device at your home or work place.

[Read more →](#)



## Police data breaches during Freedom of Information Act responses

[Kirsty Porter](#) explains the potential consequences of a data breach and what businesses should do if it happens to them.

[Read more →](#)



## The significance of the UK Geographical Indication scheme

[Anousha Davies](#) talks about the UK Geographical Indication scheme (UKGI) - a form of intellectual property that protects some food, drink and agricultural products.

[Read more →](#)



## In the pink – what Barbie can teach us about commercialisation of IP

[Anousha Davies](#) and [Maria Peyman](#) explain how to protect your trade mark when collaborating with a third party to boost the brand.

[Read more →](#)

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