

## Emily Reid

Partner  
London

### Biography

With over 30 years' experience, Emily Reid has built a reputation for delivering innovative ideas and solutions to the smallest and largest players in the fast moving payments, consumer finance, merchant acquiring and banking industries from FinTech start-ups to major banks and financial institutions. She has a wealth of experience in the law and regulation that applies to these firms as well as the rules that underpin payment schemes and other infrastructure. Emily's extensive experience enables her to collaborate on projects where technology is disrupting traditional relationships between banks and their customers, increasing competition and creating new products (e.g., open banking) where the potential for change is limited only by our imagination.

Emily's fundamental objective is to help build and maintain value for clients by ensuring that businesses comply with all relevant laws and regulations. But innovation is a feature of these industries and Emily is particularly recognized for her ability to think around corners. She uses her industry and legal knowledge to support the launch of new products and new businesses, to analyse how the regulatory framework applies to innovative products and to advise on how to approach regulators and legislators to get the best outcome for clients. She takes the same approach



### Phone

+44 20 7296 5362

### Fax

+44 20 7296 2001

### Email

[emily.reid@hoganlovells.com](mailto:emily.reid@hoganlovells.com)

---

### Languages

English

---

### Practices

Financial Services Regulatory  
Consulting

Managed Legal Services

---

### Industries

Financial Institutions

---

### Areas of focus

Banking Services

Consumer Finance

when supporting clients on their day to day business needs, looking for solutions that combine integrity and simplicity.

Emily has worked on regulatory change and remediation projects for her entire career, including the implementation of consumer credit legislation (including successive reforms and the transfer to the FCA), the Payment Services Directive and the Consumer Rights Act. She is ranked in band 1 for payments and consumer finance (for which she is a *Chambers & Partners* 'Star Individual'). 'She is highly respected by peers and clients, who note that she is often the lawyer of choice for big-ticket transactions.' *Chambers UK*, 2016

## Representative experience

Major projects for UK banks and card issuers on the implementation of the Payment Services Directive and the Consumer Credit Directive.

Advising on integration and other projects following various post credit crunch bank reorganisations and on intra-group transfers under Part VII FSMA.

Launch of Fintech companies, including Zopa, the world's first P2P lender .

Buying and selling debt portfolios (including advising on securitisations).

Conducting regulatory reviews and remediation projects for UK banks and lenders, and working with commercial and retail bank litigation team on bank charges litigation.

## Awards and rankings

- Acritas Stars, *Acritas Stars Independently Rated Lawyers*, 2019
- Banking and Finance: Bank Regulatory, *Legal 500 EMEA*, 2019

Dealing with Financial Services Regulators

M&A, Business Transfers, and Restructuring in Financial Services

Payment Services

Product Distribution and Financial Institutions

Regulatory Authorization and Financial Institutions

Regulated Outsourcing and Financial Institutions

FinTech

---

## Education and admissions

### Education

B.A., University College London, BA, 1980

---

## Accolades

one of the foremost practitioners on payments law', with peers praising her knowledge and 'commercial approach.'

*Chambers UK 2015*

---

'regularly sought out by high-profile consumer finance groups to advise on their business-critical issues.'

*Chambers UK 2015*

---

She is recognised as 'one of the

## Latest thinking and events

- Insights
  - Open everything and improved security: life after PSD2
- News
  - EBA publishes opinion on deadline for migration to SCA for e-commerce card payments under PSD2
- Insights
  - High Cost Credit Review: Final rules and guidance on overdraft pricing and repeat use
- Insights
  - Almost two years later, has Open Banking changed anything?
- News
  - FCA announces plan for phased SCA implementation for e-commerce card transactions
- Blog Post
  - High Cost Credit Review: Final rules and guidance on overdraft pricing and repeat use

go-to people in the industry!

*Chambers UK 2015*

---