

THE RETAIL AND CONSUMER HUB

Welcome to the April edition of the Retail and Consumer newsletter!

This month's newsletter is all about products and supply chains. Trading on the high street remains tough; retail and consumer businesses face pressures from all sides. Whilst shoppers demand value, choice and availability, regulators are keen to keep consumers safe from harm. In addition, businesses are increasingly judged on their ability to produce products ethically and with respect for human rights and the environment.

Two of our articles focus on very different aspects of consumer safety. Firstly, we have an article on the first government-backed Code of Practice on consumer product safety related recalls, which sets out what is expected of businesses when product safety issues arise. We also have a piece on "privacy by design", and the requirements that the GDPR places on businesses to ensure that products that process personal data (for example, in relation to connected devices and the "internet of things") are developed with data privacy in mind.

Finally, mindful of the high-profile supply chain issues that have hit the headlines recently, in our article "Supply Chain Fundamentals" we provide a timely reminder of the basics of effective supply chain management.



KATIE KINLOCH
**PROFESSIONAL SUPPORT
LAWYER**

+44 (0)161 934 6305
+44 (0)7568 111542

Supply chain fundamentals

Supply chain management is key to the success of every retail business. Today's consumers expect good value, continuous availability and products which are produced with respect for the environment and human rights. In recent months, a number of high profile stories have hit the headlines, highlighting the difficult line that businesses must tread in managing their supply chains. For information on the basics of supply chain management, [please click here.](#)

Proposals for new rules on gender stereotypes in advertising

Recently there have been a number of stories of retailers accused of perpetuating offensive gender stereotypes through their marketing. Partly to address consumer concerns, the Committee of Advertising Practice (CAP) recently announced plans to release a new rule and guidance on adverts that feature stereotypical gender roles or characteristics. To find out more, [please click here.](#)

Data privacy by design – key considerations for product development

Article 25 of the GDPR will formally oblige companies to consider the risks to an individual's personal data at the product development stage, and to take appropriate measures to safeguard such personal data. To understand the impact of this, [please click here.](#)

New UK code of practice for product safety recalls

The newly formed UK Office for Product Safety and Standards published the first government-backed Code of Practice on consumer product safety related recalls and other corrective actions last month. Our article discusses this development, [please click here.](#)

Retail Week Live 2018

Last month, we attended Retail Week Live, to see what we learned, [please take a look at our infographic.](#)

Events

Essential Employment Law Seminar

Registration and breakfast is at 8:15 for a 09:00 start, finishing at 12:30. We will review the key employment law developments from the last 12 months and consider what lies ahead in 2018.

Leeds: 26 April

3 Sovereign Square, Sovereign Street, Leeds, LS1 4ER - [Map](#)

RSVP - [Vicky Lightowler](#)

Shared IP – An IP/IT Update

Due to the travel difficulties in February caused by the "Beast from the East" snow storm, we are re-running our Shared IP breakfast seminar on 1 May in our Leeds office and hope you can make it, if you missed the original date. Looking forward to seeing you on the day.

Social media platforms provide brands and retailers with unprecedented access to their customers. Maintenance of the brand image, click-through purchasing and links with the right "influencers", can all convert visitors to buyers. But without the right underlying commercial agreements, use can lead to infringement and exposure. AG's experts give an overview of the IP related contractual issues which are commonly encountered, and how best to get it right.

Leeds: 1 May 2018 - 8.30am to 10.30am

3 Sovereign Square, Sovereign Street, Leeds, LS1 4ER - [Map](#)

RSVP - [Sharon Buckle](#)

Twitter: [@AG_RandC](#)

Website: www.addleshawgoddard.com/retailandconsumer

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