

Preserving your most valuable asset

Reputation protection



A good reputation is often an organization's most valuable asset, but it can be destroyed in an instant.

Our experienced team can help to protect your reputation when it is under attack. Such attacks can come from many angles and may require a wide range of techniques to counter them successfully. Our specialists often deploy multi-faceted defenses, tailored to the particular circumstances that our clients are facing.

We frequently engage with print and broadcast media, to counter stories that are inaccurate, misleading, or reveal sensitive commercial or private information. We also work with clients and other communications professionals to prepare responses to anticipated or received press queries. On social media, we can help clients to seek the author of anonymous defamatory material, or to have such material removed.

Serious risks to reputation also arise in many other circumstances however and, as part of a full-service global law firm, we are perfectly placed to identify and manage reputational and other risks that arise in broader disputes. We do so working with colleagues with other specialist experience, to take a holistic approach to furthering your interests.

Examples include addressing allegations made by activist investors against your board, carrying out defamation reviews of draft RNS announcements, challenging defamatory approaches to your customers made by competitors, handling misuse of your confidential information, countering defamation claims against you, managing coverage of high-profile litigation and countering harassment of your employees or the publication of their private information by people opposed to your operations.



Key contacts



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Scenarios

Print and broadcast media

- anticipated and received press queries

Social media

- false allegations and fake reviews

Investor relations

- allegations against boards
- RNS announcements

Business theft

- unlawful approaches to your customers
- misuse of confidential information

Campaigns

- harassment of your employees
- publication of private information
- false allegations



Solutions

- amendment of inaccurate headlines and stories
- preventing defamatory broadcasts
- proactive and reactive statements for the press
- removal of defamatory, private or confidential material online
- identifying authors of anonymous unlawful material
- managing defamation risks from your communications
- injunctions restraining harassment
- High Court orders for delivery up of confidential information
- damages claims in the High Court
- public statements in open court
- defense of court proceedings
- cease and desist letters

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Case studies

Media attack – *Defamation*

Prevented publication of a defamatory article in a widely-read healthcare industry journal, which would have questioned the efficacy of our client's services and the legitimacy of its approach to the marketing of those services.

Deployed a dual-approach strategy, engaging with both the individual journalist and the magazine itself, with the primary aim of stopping publication and, if not possible, the secondary aim of managing the content to minimize the risk of any damage to our client. Both approaches were based upon claims in defamation.

Successfully persuaded the publication not to publish the article in any form, thereby successfully protecting our client's reputation and delivering a swift solution to what threatened to be a serious issue.

Investor relations – *Defamation, blackmail, financial regulation, directors' duties*

Assisted a well-respected listed company being defamed by a competitor, as part of a takeover bid.

Advised on a counter-strategy and tactics as part of a multi-disciplinary team, addressing defamation, blackmail, compliance with market rules, price sensitive information, breaches of directors' duties, derivative actions and the involvement of police and regulators.

Resulted in a positive commercial outcome for our client and the cessation of hostilities, allowing our client to refocus its management team on continuing its strong financial performance.

Competitor threat – *Restrictive covenants, defamation and confidential information*

Assisted a well-known financial services provider to protect their business from a group of former senior employees who had set up in competition, were well-funded and were aggressively targeting our client's customers.

Advised on a pro-active customer retention campaign, alongside legal action against the former employees. Successfully resisted attempts by the new company to use defamation claims to stifle our client's customer retention work.

Swiftly brought customer losses to an end, successfully protecting the business for the future.

Multi-disciplinary team – defamation, confidentiality and employment law specialists.

