


What's new and what's next?

## Retail Law Roundup: February 2025

17 February 2025  Emma Roake

Welcome to our Retail Law Roundup, where we share legal updates for retailers and brands.

This month our first article is on the hot topic of processing children's personal data – something which is a risk area for many retailers, particularly those which sell online or sell products attractive to tweens (such as beauty products).

We also look at the topic of fake reviews, and Google's commitments following an investigation by the consumer regulator. Google's commitments will be of interest to those online retailers which host customer reviews, which are so critical to customers' decisions to purchase.

Finally, our property team discuss energy efficiency and what retail tenants should know.

We welcome your feedback and suggestions for future topics – we want to ensure our communications are valuable to you and your business.

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### Children's personal data: Retailers beware of new regulatory changes

In the evolving landscape of digital commerce, the processing of children's personal data is a hugely complex and sensitive issue which is now subject to increased regulatory scrutiny.

[Read more](#) →

### CMA investigation spurs Google to crack down on fake reviews

In a world where 89% of consumers rely on online reviews to make purchasing decisions, the integrity of these reviews has never been more crucial.

[Read more](#) →

### Real estate energy efficiency: Guide to lease and regulatory changes

Whilst the Government dithers about whether to put economic growth ahead of anti-growth policies, such as its net zero targets, landlords are still continuing to improve the energy efficiency of their portfolios.

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## Key contact



Emma Roake

Partner

[emma.roake@brownejacobson.com](mailto:emma.roake@brownejacobson.com)

+44 (0)330 045 2289