

# Penny Hallam

Legal Director



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Penny is a legal director in our financial services regulatory practice. Penny’s role is to advise and support on conduct and intermediary prudential regulation across a range of industries including consumer credit, insurance, banking, and payment services and electronic money.

Penny’s primary focus is supporting clients’ compliance, legal, and risk functions in relation to managing their legal regulatory and commercial obligations. In particular, Penny is able to use many years of experience as an inhouse lawyer to support operations in the “first line” especially where these involve customer facing activity.

Penny’s work includes corporate growth projects (e.g. M&A and strategic partnerships); Changes in Control; Fair Value and the Consumer Duty; Appointed Representative and other outsourcing or distribution arrangements. Penny regularly advises in relation to the ‘regulatory perimeter’ and the potential need for authorisation, exemption, or additional permissions. In relation to Payment Services Penny has handled a number of projects in relation to Strong Customer Authentication.

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## Related expertise

### Services

Commission payments in financial services	Financial services and insurance advisory	Insurance claims defence Regulatory
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## Experience

### Compliance

Undertaking Compliance Due Diligence exercises and associated regulatory compliance issues in relation to various corporate transactions including acquisitions, disposals and financial investments for a number of separate insurance intermediaries, fin techs and investment businesses.

## **Payment Services**

In-house project work advising on the scope of the PSRs in relation to AISPs, PISPs, ASPSPs as well as advising in relation to SCA.

## **Insurance**

Advising a range of businesses on their separate insurance distribution arrangements pertaining to Appointed Representatives (and IARs).

## **Consumer Credit**

Advising an NHS Trust on the regulatory perimeter in connection with a number of Consumer Credit related activities.