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JULY 29, 2024

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How Ultra-High-Net-Worth Individuals Can Mitigate Reputational Risks Arising From a Misinformation Campaign

The creation and proliferation of inaccurate information are among the most potent threats facing ultra-high-net-worth individuals (UHNWI) navigating disputes. This misinformation can corrode and obscure the truth, risking a person's reputation, lawfully held assets, and freedom to move across borders. When facing these types of risks, UHNWIs and their advisors should contemplate proactive steps to protect their legitimate business interests.

This is a summary of an article for Tatler written by Kobre & Kim's Helena Shipman. [Click here to read the full article.](#)

The creation and proliferation of inaccurate information are among the most potent threats facing ultra-high-net-worth individuals (UHNWI) navigating disputes. This misinformation can corrode and obscure the truth, risking a person's reputation, lawfully held assets, and freedom to move across borders.

It is especially damaging when it is deployed to target an opponent for illegitimate political or commercial gain, with the aim of publicly discrediting them, often causing a ripple effect

of dire consequences.

Tackling such misinformation can be highly complex, but the steps below can help mitigate risks to liberty, assets, and reputation.

1. **Be Vigilant.** Make sure you have a dedicated team monitoring for even the most innocuous information online which could signal the beginning of a misinformation campaign. Ensure that you have escalation protocols and lines of communication in place to respond to a global development instantly.
2. **Be Forensic.** Have an account of the actual position ready to deploy and back up critical claims with documentary evidence to the extent possible. Be prepared to respond to and dismantle any false allegations.
3. **Have Your Team Ready.** Make sure you have a central strategic team to coordinate all efforts, together with specialist advisors (including lawyers and communications professionals) who are experienced in navigating these types of disputes and can work in tandem. Cross-border disputes will require local knowledge of the tools and levers available in each jurisdiction.

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4. **Stem the Flow and Identify Your Stakeholders.** There are usually multiple ways to stem the flow of misinformation. Consider targeting the originating publication, social media platforms, and search engines. Ensure that you know who to contact and how to contact them quickly so that you can correct the false narrative and mitigate the harm.
5. **Be Strategic and Think Ahead.** Consider the implications of your present actions on future decision making; anticipating potential scenarios helps you and your team act confidently as the ongoing disputes continue to unfold.

Click [here](#) for the full article for more details on the risks and how to mitigate them.

About Kobre & Kim

Kobre & Kim focuses on cross-border disputes and investigations, often involving severe allegations of fraud and misconduct. With offices in 15 countries and territories, we provide offensive and defensive cross-border litigation and crisis management strategies to UHNWIs with global business interests to preserve their assets, liberty, and reputation.

- Our global team includes roughly a dozen former U.S. and UK government lawyers who, along with our civil litigators, sit across EMEA, Latin America, Asia and the U.S.
- Our industry-recognized experience in “[helping] businesses and successful individuals to understand and deal with the reputational and privacy issues that have the potential to put them in the spotlight,” according to *Citywealth*.
- Our onshore and offshore lawyers – including an integrated group of U.S. litigators, offshore lawyers qualified in key jurisdictions, Hong Kong solicitors, and English barristers and solicitors – helping clients identify vulnerable assets and mitigate reputational harm caused by investigations.
- Our ability to coordinate legal strategy and work closely with a range of stakeholders (including crisis communications and public relations firms) to formulate holistic strategies to preserve reputation and mitigate privacy concerns.