

Farina Azam

Partner

I am a regulatory and commercial lawyer with 14 years' experience in advising businesses in the travel sector.



Farina is a travel law expert specialising in regulatory advice, commercial and technology contracts for the travel sector. With over 14 years of sector experience, she has an in-depth understanding of the legal and commercial issues affecting businesses in the travel industry. Farina is regarded by many as a trusted legal advisor in the industry and is well known for her pragmatic and commercial legal advice, as well her sector knowledge. Her clients include online travel agents, corporate travel management companies, tour operators and travel associations.

Farina has a significant profile within the travel industry, often speaking at industry events and is a regular contributor and commentator for leading industry publications. She has been ranked in Chambers & Partners for Travel: Regulatory & Commercial for a number of years, and is also named in the Legal 500, where she is described as "*an exceptional lawyer specialising in the travel industry.*"

Farina joined Fox Williams in May 2023 from Deloitte UK, where she was head of travel and led the travel, hospitality and leisure legal advisory practice.

Legal Expertise

- Travel regulation, including the Package Travel Regulations, ATOL Regulations and IATA Travel Agent's handbook.
- Consumer regulation and terms and conditions
- Commercial and technology contracts
- Agency & principal arrangements
- International expansion compliance projects
- Website compliance projects
- Data protection

Experience

- Assisting a US-based technology business with a global compliance project and helping launch its corporate travel booking tool in the UK, EU and globally.
- Advising a potential buyer of a travel business on travel regulatory issues, including ATOL, ABTA and IATA change of control provisions.
- Helping a multinational travel business set up an EU establishment for its EU package holiday sales.
- Regularly advises travel businesses on data protection issues, including international data transfers, advice on direct marketing, and drafting privacy and cookies policies.☒
- Drafting consumer terms and conditions for many types of business models in the travel industry, including principal package holiday terms, retail agency terms and multi-contract agency package models.☒☒
- Advising businesses looking to expand, both within the UK and overseas, on the different business models available within the industry, including disclosed agency, principal, and multi-contract package holidays.☒☒
- Drafts, reviews and helps to negotiate commercial and technology contracts for the travel industry, including overseas supplier agreements, retail agency agreements (ATOL and non-ATOL), software licences, wholesale supply agreements, and bed-bank/intermediary agreements.☒
- Advises on general consumer regulation, as applicable to travel businesses.☒
- Advises travel companies on the regulatory framework for selling travel arrangements in the UK, including flights, package holidays, accommodation and linked travel arrangements.☒

Accreditations



LEADING PARTNER

Legal500

UNITED KINGDOM

2025