



Anna Medvinskaia

"Anna is very easy to work with and her advocacy style is direct and effective."

- Legal 500 2026

Call 2008

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Anna specialises in commercial, consumer, and regulatory law. Her practice encompasses e-commerce, advertising and pricing, and financial services. Her clients include the Government, regulators and businesses.

Anna is consistently ranked as a leading junior in Chambers & Partners and The Legal 500, where she is described as *"a fantastic advocate"*, with *"great attention to detail"* and *"excellent legal acumen"*. She was named the Group Litigation and Consumer Junior of the Year in the 2023 Legal 500 Bar awards. She is Standing Counsel to the CMA.

Examples of recent work include:

- Acting for the CMA in a number of enforcement actions relating to fake online reviews, green claims and unfair pricing practices.
- Representing defendants, claimants and interveners in group actions, or proposed group actions, in relation to the use of unfair terms under the Consumer Rights Act 2015.
- Acting for the CAA in relation to proposed enforcement action under Part 8 of the Enterprise Act 2002.
- Advising online marketplaces and social media platforms in relation to a range of UK and EU consumer law issues, including price variation clauses, the application of consumer law to apps intended for business use, and regulatory divergence.

Anna has particular expertise in EU law and in relation to legal issues arising from Brexit. She was instructed by the Government to advise on the implications of the Retained EU Law (Revocation and Reform) Bill (as it then was) for consumer protection in the aviation sector. She taught EU Law at the London School of Economics and spent three months at the European Commission, where she worked on cross-border consumer enforcement. She is a member of the Bar Council's European Committee.

Anna is fluent in Russian and Swedish and has a working knowledge of French. Before coming to the Bar, Anna worked as a consultant at the United Nations, interned at the International Institute for Strategic Studies in London and volunteered with internally displaced persons in Georgia.

For more information about the way barristers at Henderson Chambers work, including our terms of engagement, fee

transparency statement and our complaints process, [please click here](#). Barristers are regulated by the Bar Standards Board.

Please [click here](#) for a copy of Anna Medvinskaia's privacy policy.

Consumer

Anna has extensive experience acting on behalf of businesses and regulators in this area, particularly in the field of e-commerce, unfair terms, and advertising and pricing.

Examples of recent work include:

- Acting for the CMA in a number of enforcement actions relating to fake online reviews, green claims and unfair pricing practices.
- Representing defendants, claimants and interveners in group actions, or proposed group actions, in relation to unfair terms under the Consumer Rights Act 2015.
- Acting for the CAA in relation to proposed enforcement action under Part 8 of the Enterprise Act 2002.
- Advising online marketplaces and social media platforms in relation to a range of UK and EU consumer law issues, including price variation clauses, the application of consumer law to apps intended for business use, and regulatory divergence.
- Drafting submissions before the Independent Reviewer of ASA Adjudications and acting in judicial review proceedings against the ASA (settled).

Representative Cases

- *Bewlay v Wyldecrest Parks (Management) Limited (settled)*
Acting (as sole counsel) for a regulator in a proposed intervention in a group claim under the Consumer Rights Act 2015.
- *CMA v an energy company*
Acting (led by Toby Riley-Smith KC) for the CMA in enforcement proceedings against an energy company in relation to the use of green claims.
- *CMA v an online platform*
Acting (led by Catherine Addy KC) for the CMA in enforcement proceedings against an online platform in relation to online reviews.
- *CMA v an online marketplace*
Acting (led by Alexander Cook KC) for the CMA in enforcement proceedings against an online marketplace in relation to the use of countdown timers and drip pricing.
- *Gahan v Emirates [2017] EWCA Civ 1530*
Representing (led by Iain MacDonald) the Civil Aviation Authority in proceedings relating to the territorial scope of Regulation 261/2004 on passenger compensation.

- *R. (Kingston upon Hull City Council v Secretary of State for Business, Innovation and Skills [2016] EWHC 1064 (Admin)*

Acting (as sole counsel) for a local authority in a judicial review in relation to the Primary Authority scheme.

EU & Competition Law

Anna has expertise in EU law and in relation to legal issues arising from Brexit. Her recent experience includes:

- Advising an online platform in relation to competition law issues arising out of a proposed change in its business model.
- Advising a regulator in relation to Article 6 case law in the Competition Appeals Tribunal.
- Advising a regulator in relation to the application of assimilated case law to post-Brexit domestic legislation.
- Providing an expert opinion to a German Court in relation to the application of UK unfair terms legislation to a claim against a British company.
- Advising the Government on the implications of the Retained EU Law (Revocation and Reform) Bill (as it then was) for consumer protection in the aviation sector.
- Advising various businesses in relation to the post-Brexit export of regulated products.

Anna taught EU Law at the London School of Economics and spent three months at the European Commission, where she worked on cross-border consumer enforcement. She is a member of the Bar Council's European Committee and the Bar European Group.

Representative Cases

- *Gahan v Emirates [2017] EWCA Civ 1530*
Representing (led by Iain MacDonald) the Civil Aviation Authority in proceedings relating to the territorial scope of Regulation 261/2004 on passenger compensation.

Group Actions

Anna has represented defendants, claimants and interveners in group actions, or proposed group actions, particularly in relation to unfair terms under the Consumer Rights Act 2015.

Representative Cases

- *Bewlay v Wyldcrest Parks (Management) Limited (settled)*
Acting (as sole counsel) for a regulator in a proposed intervention in a group claim under the Consumer Rights Act 2015.

Banking, Finance & Financial Services

Anna is ranked in both legal directories as a leading practitioner in this area. She is in Band 1 for Consumer Finance in Chambers & Partners, where she is described as “one of the leading consumer finance barristers”.

Anna regularly acts on behalf of banks and financial institutions in interim applications and trials, particularly in the fields of insurance mis-selling and consumer credit.

She was seconded to the FCA, where she advised on the applicability of the temporary permissions regime to various aspects of the FCA Handbook.

Anna is a contributing editor to The Encyclopedia of Financial Services Law (Sweet & Maxwell, 2024).

Aviation

Anna has significant experience in this sector. Her relevant experience includes:

- Advising a major online travel agent on the use of unfair terms (Consumer Rights Act 2015) and unfair commercial practices (Consumer Protection from Unfair Trading Regulations 2008);
- Advising the Civil Aviation Authority on the application of the ATOL Regulations to consumers in the Crown Dependencies;
- Advising the Department for Transport on the implications of the REUL Bill on consumer protection in the aviation sector.
- Acting for the CAA in relation to proposed judicial review proceedings by an online travel agent in relation to the interpretation of the ATOL Regulations.
- Advising the CAA on the impact of a no-deal Brexit on organiser liability under the Package Travel Regulations and on compensation claims under Regulation 261/2004;
- Advising the CAA on passenger use of emotional support dogs on aircraft under Regulation 1107/2006;
- Advising the CAA on proceedings under Part 8 of the Enterprise Act 2002 against a tour operator (in relation to breaches of the ATOL Regulations and the Consumer Protection from Unfair Trading Regulations 2008).

Representative Cases

- *Jet2.com v Civil Aviation Authority* [2020] EWCA Civ 35
Acting (led by Sam Grodzinski KC and Tamara Oppenheimer KC) for the CAA in a leading case on legal professional privilege, arising out of judicial review proceedings brought by Jet2 in respect of a CAA press release criticising the airline.
- *Jet2.com Ltd v Civil Aviation Authority* [2019] EWHC 336 (Admin); [2019] 2 WLUK 270
Acting (led by Sam Grodzinski KC and Iain Macdonald) for the CAA in judicial review proceedings brought by Jet2 in relation to a CAA press release criticising the airline.

- *Gahan v Emirates* [2017] EWCA Civ 1530

Representing (led by Iain MacDonald) the Civil Aviation Authority in proceedings relating to the territorial scope of Regulation 261/2004 on passenger compensation.

Commercial Law

Anna has experience of general commercial disputes, including the sale and supply of goods and services, insolvency, insurance and agency disputes. She also has experience dealing with jurisdictional issues and is well-versed in the law of privilege.

Examples of work in this area include:

- Representing the HMRC in a dispute relating to a regulated entity's claim to legal professional privilege.
- Successfully acting for a fund management company in relation to the recovery of a loan made to a business associate of the company director.
- Representing an insurance intermediary in a claim for the recovery of unpaid commission.
- Advising a private equity firm in relation to the acquisition of a portfolio (led by Stephen Neville).
- Advising a US tech company in relation to a potential claim against a competitor.

Representative Cases

- *Refinitiv UK Holdings Ltd and Another v HMRC* [2023] UKFTT 222 (TC)
Acted for HMRC in relation to an application by Refinitiv UK Holdings Limited (Refinitiv) and Thomson Reuters Group Limited in relation to a dispute as to whether certain documents requested in HMRC information notices were subject to legal professional privilege.
- *R (on the application of Jet2.com Ltd) v CAA* [2020] EWCA Civ 35
Acting (led by Sam Grodzinski KC and Tamara Oppenheimer KC) for the CAA in a leading case on legal professional privilege.
- *Jet2.com Ltd v Civil Aviation Authority* [2019] EWHC 336 (Admin); [2019] 2 WLUK 270
Acting (led by Sam Grodzinski KC and Iain Macdonald) for the CAA in judicial review proceedings brought by Jet2 in relation to a CAA press release criticising the airline.
- *Gahan v Emirates* [2017] EWCA Civ 1530
Representing (led by Iain MacDonald) the Civil Aviation Authority in proceedings relating to the territorial scope of Regulation 261/2004 on passenger compensation.

Inquests, Inquiries & Investigations

Anna has experience of inquests in the food and pharmaceutical sectors.

Representative Cases

- *Inquest into the deaths of Yousef Al-Kharboush, Oscar Barker and Aviva Otte (2024)*
Acted for a large pharmaceutical company in a three-week inquest into the death of infants in NHS hospitals following the contamination of parenteral nutrition.

International

Anna's practice often touches on international law issues, including:

- Jurisdiction and choice of law issues in private litigation;
- The extraterritorial application of domestic legislation in the context of enforcement proceedings;
- The interplay between international agreements and domestic and EU legislation.

Representative Cases

- *Gahan v Emirates [2017] EWCA Civ 1530*
Representing (led by Iain MacDonald) the Civil Aviation Authority in proceedings relating to the territorial scope of Regulation 261/2004 on passenger compensation.

What the directories say

"One of the leading consumer finance barristers, Anna is a trusted adviser and great team player whose client manner is impeccable."
Chambers UK 2026

"Her written work is first rate, and she is very detail-oriented."
Chambers UK 2026

"Anna is quick to understand the facts of a case, identify the key details and condense those into concise written and oral submissions."
Chambers UK 2026

"She is fantastic, particularly on the paperwork, and has an incredibly clear thought process."
Chambers UK 2026

"She regularly goes above and beyond in order to get up to speed with complex matters."

Chambers UK 2026

"Anna is very easy to work with and her advocacy style is direct and effective."
Legal 500 2026

"Anna is a very strong individual with great analytical skills."
Chambers UK 2025

"Anna can be wholeheartedly trusted to get to grips with complex questions very quickly. She delivers pragmatic advice in a way that is easy to understand."
Chambers UK 2025

"Anna Medvinskaia is very personable, knowledgeable and someone who takes a very commercial approach."
Chambers UK 2025

"Anna understands issues immediately and is able to give clear and robust advice."
Chambers UK 2025

"Anna is easy to deal with and achieves excellent results."
Chambers UK 2025

"Anna is approachable, involved and on top of the detail."
Chambers UK 2025

"Anna carves out very clear, winning arguments when handling technically complex consumer finance claims."
Chambers UK 2025

"A compelling advocate"
Legal 500 2025

"Anna is a fantastic advocate."
Chambers UK 2024

"Anna Medvinskaia is a pleasure to work with and is highly responsive. Her legal advice is excellent, and shows great understanding of the commercial context of a case."
Chambers UK 2024

"Someone you want on your side."
Chambers UK 2024

"Anna is a compelling advocate."
Legal 500 2024

"Anna's advice is pragmatic, concise and easy to understand."
Legal 500 2024

"Diligent, intelligent and personable."
Chambers UK 2023

"Generally good with detail and technical legal advice."
Legal 500 2023

"A very good junior who really gets the job done."
Chambers UK 2022

"Tenacious, diligent and gets great results."
Legal 500 2022

"She has great attention to detail and looks beyond the more obvious line of arguments."
Chambers UK 2021

"An expert on consumer law issues, and her written and oral advocacy is clear and persuasive."
Legal 500 2021

"Anna is a rising star. She's very experienced."
Chambers UK 2020

"A very able consumer lawyer."
Legal 500 2020

"Has detailed technical knowledge and adopts a client-friendly approach."
Chambers UK 2019

"A pure consumer law expert."

Legal 500 2019

"Anna is absolutely outstanding. She is very technical with excellent legal acumen, but also very friendly and approachable. An all-round superstar."

Chambers UK 2018

"She knows her stuff, is very sensible and her written work is of a very high quality."

Chambers UK 2018

Appointments

- Standing Counsel to the Competition and Markets Authority (2025)

Publications

- Contributing editor, 'The Encyclopedia of Financial Services Law' (Sweet & Maxwell, 2024)
- Contributing editor, 'Consumer and Trading Standards: Law and Practice' ('the Pink Book') (LexisNexis, 2024)
- Co-author (with Professor Riefa) of the 'Consumer Law on the Internet' chapter in 'Gringras: The Laws of the Internet' (Bloomsbury Professional, 2022)
- Contributing editor: 'Modern Financial Regulation' (Jordan, 2013)
- Case reports in the International Law Reports, Cambridge University Press (Nos. 148 and 149)

Memberships

- Bar Council European Committee
- Bar European Group
- UK Association for European Law
- Constitutional and Administrative Law Bar Association

Education

Education

- LL.B (Hons), London School of Economics
- LL.M, University of Cambridge

Scholarships

- Sunley Scholarship
- Lincoln's Inn Continuing Education Fund
- Scholarship to the International Criminal Court

Awards & Recognitions

