



WERELDWIJD PRIVACYNIEUWS
VAN DPO CENTRE

The DPIA is een beoordeling van de impact van de belangrijkste en bekendste kwesties op het gebied van gegevensbescherming uit de hele wereld. Het is niet het volledige verhaal, maar slechts een snelle samenvatting van 3 minuten, verzameld en samengevat om u op de hoogte te houden van het laatste nieuws in onze steeds veranderende branche.

Lead generation and the GDPR: Are you compliant?

Targeting potential customers and generating sales is essential for the growth of any business, but there are strict rules about how this can be done in the context of data protection laws. If you are a business operating in the EU and UK markets, GDPR compliance is vital.

In our latest blog, we cover the key areas you need to consider, including lawful bases, managing consent, and the additional requirements under the electronic communications legislation.

[Learn about GDPR compliance for lead generation activities](#)

EUROPEAN UNION

EU AI Act comes into force

On 1 August 2024, the European Union's AI Act came into force. This landmark legislation applies to public and private organisations operating within the EU that develop, deploy, or use AI systems. Its phased implementation will see specific provision become applicable across the next 36 months.

Understanding the requirements of the AI Act and what will apply to your organisation is crucial for compliance. In addition to Part 3 of our AI blog series, detailed above, we also cover the timelines and deadlines for specific provisions and what constitutes a 'high-risk' system in Parts 1 and 2.

[See our AI Act blog series here](#)

Dutch DPA fines Kruidvat controller €600k for GDPR violation

The Dutch Data Protection Authority, Autoriteit Persoonsgegevens (AP), has fined a wholesale and retail operator €600,000 after their websites violated the GDPR. AS Watson, who operates drugstore chain Kruidvat, was found to have placed cookies before obtaining user consent and set "accept all cookies" as the default option on their cookie banner, requiring users to click through four different steps to reject them.

Under the GDPR, organisations must inform users about the use of cookies, provide clear and accurate information about the cookies purpose, and obtain user's consent before using them (except those that are strictly necessary).

[Learn more about the AP's ruling](#)

Number of cyberattacks increased by 33% in NL

Data from Check Point Research reveals the number of cyberattacks in the Netherlands has increased by 33% from Q2 2023 to Q2 2024. Figures show the healthcare sector was the largest target, reporting 2,264 attacks per week on average, followed by the consultancy industry, then government and military institutions.

Vulnerabilities in software that allow unauthorised access, known as Information Disclosure, account for 54% of all Dutch breaches. Check Point security expert, Zahier Madar, urged organisations to prioritise effective cybersecurity solutions to help prevent attacks.

Our blog, **Data breaches – prevention is better than cure**, provides proactive measures organisations can take to prevent cybersecurity incidents and safeguard personal data.

[Read the EDPB's latest guidelines on data breaches](#)



The graphic is a promotional banner for the 'Privacy Puzzle Global Webinar Series' on 15 Oct 2024. It features a grid of puzzle pieces, each containing a stylized illustration of a person's face. The central piece is white and contains the event title and date. To the left, there is text: 'JOIN THE PRIVACY PUZZLE GLOBAL WEBINAR SERIES', '10 webinars - sign up for one or all', and 'Get insights from leading DPOs and industry insiders on some of the complex privacy challenges faced by organisations today.' Below this text is a 'REGISTER NOW' button. At the bottom, there are time slots: '03:00 - 13:00 EDT | 08:00 - 18:00 BST | 09:00 - 19:00 CEST' and the 'dpc centre' logo.

UNITED KINGDOM

Calls for high-street retailers to stop using facial recognition technology

Privacy International and six other UK civil society organisations have co-signed a letter calling on retailers to stop using facial recognition technology (FRT) in their stores. The letter aims to highlight the inaccuracies associated with FRT, such as discrimination, misidentification, and the potential legal challenges of employing the technology.

These concerns highlight the ongoing difficulties organisations face in ensuring the lawful and effective use of live facial recognition (LFR). The technology often provokes high levels of suspicion and misunderstanding, leading to complaints in both public and private sector applications.

Join us on 15 October 2024 for our free Privacy Puzzle Global Webinar Series, where leading LFR specialists and expert Data Protection Officers will discuss **On Face Value: Understanding the privacy risks of Live Facial Recognition**. This session will explore the challenges of implementing LFR and offer innovative solutions for successful deployment. Don't miss this opportunity to gain insights from leading specialists in the field.

[Register for the webinar here](#)

The banner features a dark background with a pattern of yellow puzzle pieces. On the left, a large yellow puzzle piece contains the text 'Privacy Puzzle GLOBAL WEBINAR SERIES 15 OCT 2024'. Below this, it says 'ON FACE VALUE: Understanding the privacy risks of live facial recognition (LFR)' and 'SESSION 7/10'. In the center, three yellow puzzle pieces show portraits of Paul Collier, Steve Goodier, and Jade McCauley. Below their names are logos for 'dpo centre', 'REVEAL', and 'GO! SOUTHAMPTON'. At the bottom, a yellow bar contains the date and time: '15 OCT 2024 09:00 EDT | 14:00 BST | 15:00 CEST' and a 'REGISTER NOW' button.

NORTH AMERICA

First US law to protect biological data comes into effect

On 7 August 2024, Colorado's House Bill 24-1058 came into effect. This amendment to the Colorado Privacy Act expands the definition of 'sensitive data' to include biological and neural data, offering unprecedented privacy protections.

This new law now covers biological, genetic, physiological, and neural properties, recognising the importance of data that reveals intricate details about our bodies and minds. It is another step forward in the evolution of privacy standards, ensuring protections for individuals' personal data alongside technological advances.

[Read the Bill here](#)

Healthcare data breaches cost almost \$11M on average

A report by IBM and the Ponemon Institute has revealed Healthcare data breaches hit an all-time high in 2023. The *Cost of a Data Breach 2024* report states the average cost of breaches was \$10.93 million for organisations in the sector – more than double the global average of \$4.45M.

The report highlighted compromised or stolen credentials and phishing attacks as the most common causes of data breaches. Employee awareness training is a critical first line of defence in preventing cyberattacks, as well as technical safeguards and well-prepared cyber security policies.

[Download the report here](#)

INTERNATIONAL

Hong Kong's PCPD highlights AI data guidelines

Hong Kong's Privacy Commissioner for Personal Data (PCPD), Ms Ada Chung Lai-ling, has published an article highlighting the city's AI Model Personal Data Protection Framework. The framework was first introduced in June 2024 to facilitate the implementation and use of AI in a safe and cost-effective way. The guidelines provide recommended measures around:

- Establishing AI strategy and governance
- Conducting risk assessments and human oversight
- Customising AI models and managing AI systems
- Communicating with stakeholders

In her article, Ms Lai-ling said the data guidelines can help firms embrace the future.

[Read the PCPD's article](#)



The banner features a yellow background with a sunburst pattern. On the left, a black box contains the text 'ONS TEAM GROEIT WIL JE BIJ ONS KOMEN WERKEN?' in white and yellow. On the right, five circular portraits of team members are arranged in a cluster. The DPO Centre logo is in the top right corner, and the website URL 'www.dpocentre.com/join-the-dpo-centre' is at the bottom left.

We are recruiting!

To support our ongoing requirement to continuously grow our remarkable and extraordinary **#ONETEAM**, we are seeking candidates for the following positions:

- Data Protection Officers (The Netherlands)
- Data Protection Officer - Life Sciences (United Kingdom/The Netherlands)
- Data Protection Officers (United Kingdom)

- **Data Privacy Officers (Canada)**
- **Data Subject Access Request (DSAR) Officer (United Kingdom)**

If you are looking for a new and exciting challenge, [apply today!](#)

Copyright © 2024 The DPO Centre, All rights reserved.
You have been sent this newsletter under legitimate interest, for more information please read our [Privacy Notice](#)
The DPO Centre is a limited company registered in England and Wales (Company Number: 10874595)

The DPO Centre Group, Amsterdam, Dublin, London, Toronto

[Manage preferences](#)