



## What's New with PrivacyRules.

PrivacyRules kicked off our webinar series planning, joined fellow PrivacyRules members at the 2018 IAPP Europe Data Protection Congress held in Brussels, and began planning exciting events for next year including a conference hosted by our Chinese member Zhong Lun in Beijing, a Latin American conference, as well as an event in Cairo, Egypt hosted by the African Bar Association in collaboration with our Nigerian member, Sagitarian Limited. Please read below for more about what is hot this holiday season in privacy, data management and information security.



Brussels by night.

# Ethically Sourced Data.

The GDPR has had quite a ripple effect since it came into effect May 25, 2018. Not only has it led to legislative action by many countries outside the EU, with a potential penalty of 4% of global annual revenue for organizations found in violation, and a number of high-profile enforcement actions, executives, investors and consumers alike are well aware that the failure to comply can be costly both monetarily and reputationally.

I had the opportunity to catch up with our Finnish, Greek, Russian and Swiss PrivacyRules members at the Europe Data Protection Congress November 28-29th in Brussels. Markus Myhrberg of Lexia Attorneys, our Finnish member, was first to describe how much calmer people were this year over last when many were in a state of panic, rightly concerned that if data was not properly catalogued, audited, accessible, erasable, and safeguarded by May 25th, there would be grave consequences.

While the world did not come to an end on May 25th, the GDPR enactment was not without incident. One need only look at Facebook, Mastercard, or the Washington Post for examples of the GDPR's very real effect on how businesses must change the way data is handled. Yet, surprisingly a recent study by IT Governance reports that only 29% of EU organizations consider themselves fully compliant with the GDPR.

Instead of using fear and the threat of fines to inspire compliance, however, privacy professionals have found that the best way to build consensus around privacy within and outside of their organizations is to talk about data ethics. Indeed, the theme for this year's 40<sup>th</sup> International Conference of Data Protection and Privacy Commissioners was "Dignity and Respect in a Data Driven Life," and the EU Congress similarly focused on this theme. Panelists talked about how privacy professionals must do "what is right, not what is easy," and that in order to create a strong privacy program, there cannot simply be one DPO in a company, but a team of people whose job it is to manage data and think ethically, with the data subject's interests and company's mission in mind, from the time of data collection to its destruction. Privacy programs should be built with a strong ethical foundation, based on transparency, accountability and firmly grounded in the company's culture and corporate governance program.

The great news for PrivacyRules members is that, with only 29% of EU organizations self-reporting GDPR compliance, there is much work to be done! We are best positioned to increase these compliance numbers and to assist organizations on their path to responsible data management. As we move into 2019, we will work towards the goals set forth at the October 2018 Founders' Meeting by educating clients through our webinar series, newsletter, country profiles (we will be posting these on the PR site very soon!) and other collaborative content. We also hope to expand our technical expertise in 2019 so thank you for sending me the name of at least one tech firm doing great work in your jurisdiction.

Wishing you and your family happy holidays,

Lauren Toussaint

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*The PrivacyRules Newsletter will be sent every 3-4 weeks. If you wish to be featured in it, please send your content in an email to: [publications@privacyrules.com](mailto:publications@privacyrules.com) or email Lauren Toussaint at: [execdirector@privacyrules.com](mailto:execdirector@privacyrules.com).*

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## PrivacyRules Member Materials

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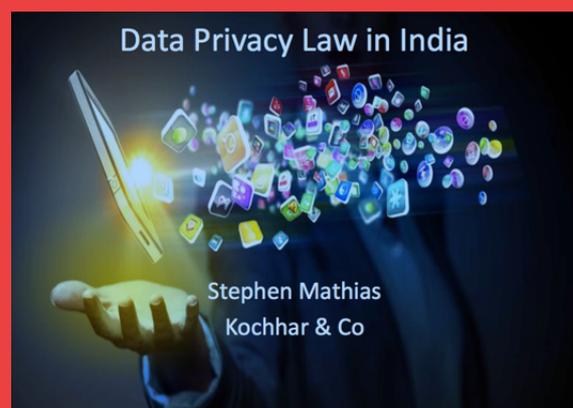
### Member News

Joe Dehner of Frost Brown Todd, our US member, hosts a podcast entitled *Data Privacy Detective*. He has recently co-hosted podcasts with our Japanese and Russian members. Please find links to these podcasts [here](#) or by clicking on the image to the left. Please contact [Joe](#) if you wish to co-host a podcast with him.

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### Member News

Our Indian member, Stephen Mathias of Kochhar & Co, has done a beautifully informative presentation on Data Privacy Law in India. Please click on the image to see the full content he's shared with us.





## Member News

Check out the latest news from our tech member EclecticIQ on their blog [here](#) and their latest news [here](#).

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## Member News

Check out the latest tweets from the IAPP Europe Data Protection Congress and other news from our Swiss member, Gabriel Avigdor of datalex llc on twitter [here](#).



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## PrivacyRules News

**10 December 2018**

[Facebook's mission to collect data built on inequality with user](#)

[NY Times Reports on Personal Nature of Location Tracking and Apps that Sell the Info](#)

**7 December 2018**

[Italian Competition and Market Authority Fines Facebook 10 Million Euros for Failure to Disclose Data Collection Practices \(article in Italian\)](#)

**6 December 2018**

[Only 29% of surveyed EU organizations consider themselves GDPR-compliant, exposing them to fines](#)

**3 December 2018**

[Marriott Breach Highlights Need for Federal Law](#)

[Gath Pays Settlement for Violation of Federal Child Privacy Law](#)

**30 November 2018**

[Heli Tirmaa-Klaar: One Woman's Mission to Write International Rules of Cyber Conduct](#)

**26 November 2018**

[ICO fines two firms for over one million nuisance calls made to TPS subscribers](#)

[Russia announces stiffer fines for tech firms that break rules](#)

#### **23 November 2018**

[European Open Science Cloud becomes a reality](#)

[Irish DPA \(DPC\) publishes its annual report 2018](#)

[Dutch Data Protection Authority \(AP\) warns against profiteers who send malicious fake letters to entrepreneurs](#)

[Spanish Parliament approves the "Organic Law of Data Protection and Guarantee of Digital Rights"](#)

#### **21 November 2018**

[Canadian Commissioner shares his views on privacy considerations related to Bill C-21](#)

[Lithuanian DPA \(ADA\) provides suggestions on minimum requirements that will help protect personal information in each organization](#)

[EU publishes Regulation on "the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data"](#)

#### **20 November 2018**

[Dutch DPA \(AP\) announces banks and insurers monitoring for Data Protection Officer's \(DPO\) obligation](#)

#### **19 November 2018**

[French DPA announces to be one step forward towards integration and applicability of the GDPR to contracts of the public order involving processing of personal data](#)

#### **16 November 2018**

[Singapore and the United States sign Declaration of Intent on Cybersecurity Technical Assistance Programme](#)

[Bulgarian DPA \(CPDP\) adopted opinions on topical issues related to the application of Regulation 2018/679](#)

[French DPA \(CNIL\) opens on amendment concerning the enlargement of the National DNA Fingerprint \(ENAEQ\)](#)

[Italian DPA \(Garante\) warns Italian Revenue Agency of significant problems regarding new obligation of electronic invoicing](#)

#### **15 November 2018**

[Irish DPA \(DPC\) presents list of data processing operations requiring Data Protection Impact Assessment](#)

[Italian DPA \(Garante\) publishes treatments subject to data protection impact assessment pursuant to art. 35 paragraph 4. of EU Regulation no. 2016/679](#)

Read More at [privacyrules.com](https://www.privacyrules.com)

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Happy Holidays from the PrivacyRules team.



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