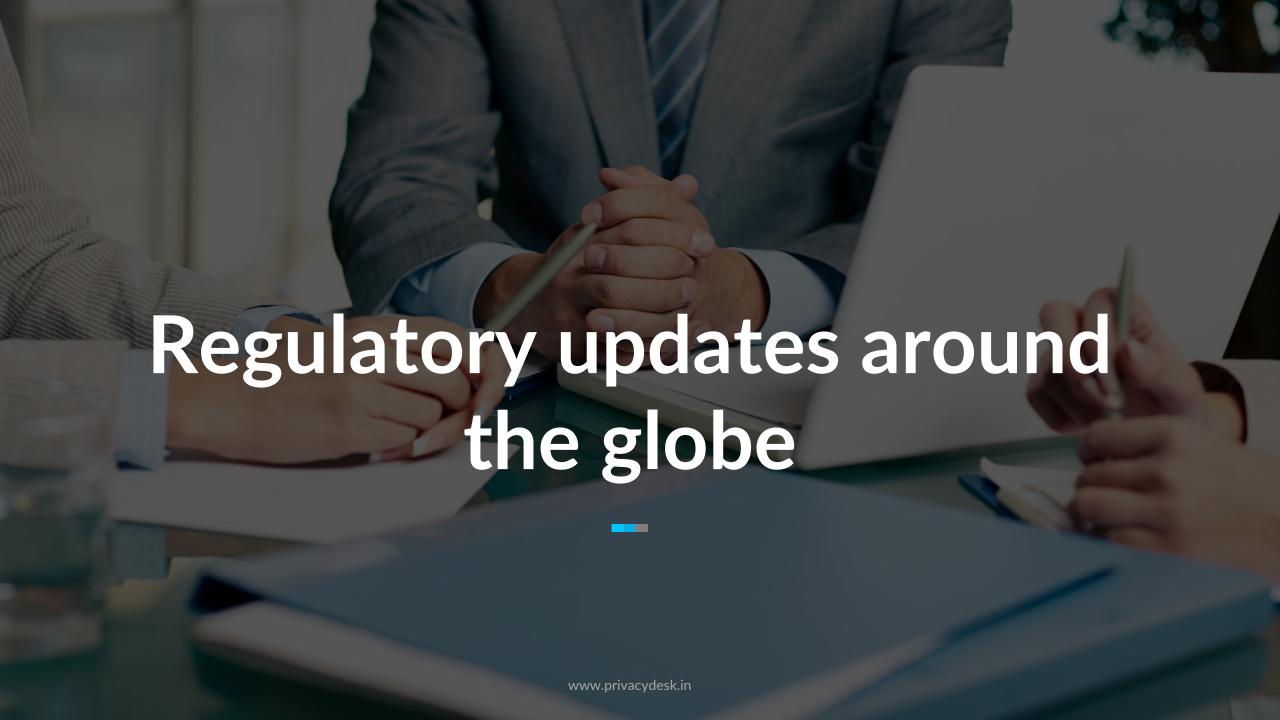




# **Privacy Desk**

**Data Protection and Privacy Newsletter** 

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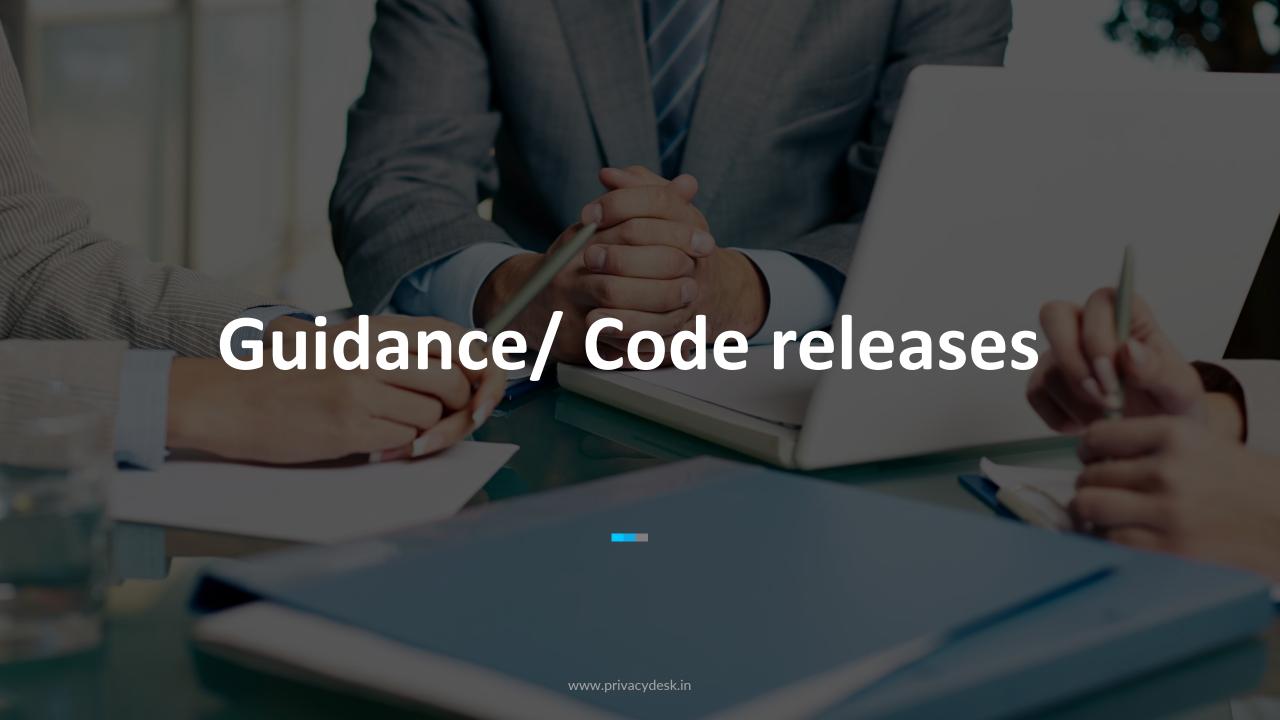
### Brazilian privacy law coming sooner

Lei Geral de Protecao de Dados (LGPD), the Brazilian data protection law which was earlier set to be postponed to 2021 due to COVID19 has now been revised by Senate and can be effective immediately upon the President's assent on the amendment. Further to that, the Brazilian Presidency also published a Decree approving the formation of National Data Protection Authority (ANDP).



## California's bill on genetic information privacy

Recently, California Assembly passed a bill to enact and establish the Genetic Information Privacy Act. The bill requires direct-to-consumer genetic testing companies to provide notice, honor a consumer's revocation of consent, implement and maintain reasonable security procedures and practices and enable a consumer to access and delete their account and genetic data. Violations are subject to civil penalties. The bill is pending for California Governor's signature.





# AUTORITEIT PERSOONSGEGEVENS

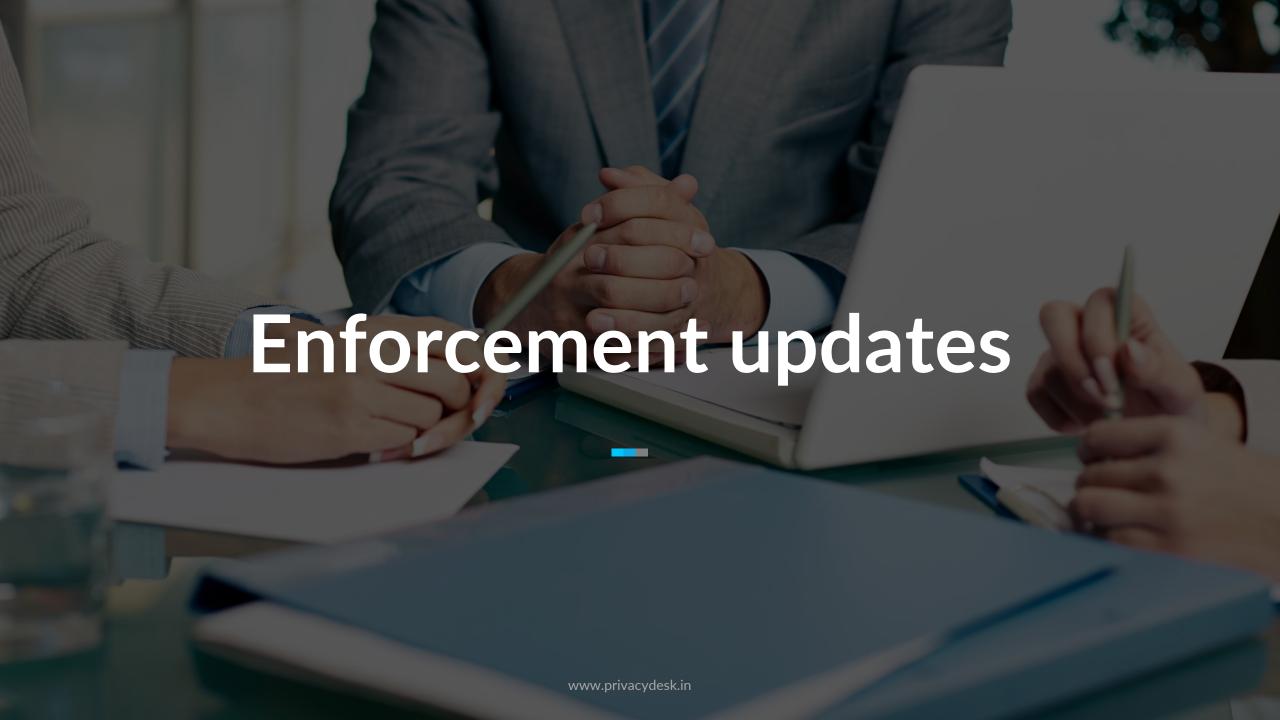
Autoriteit Persoonsgegevens, the Dutch data protection authority approves Data Pro Code for ICT sector.

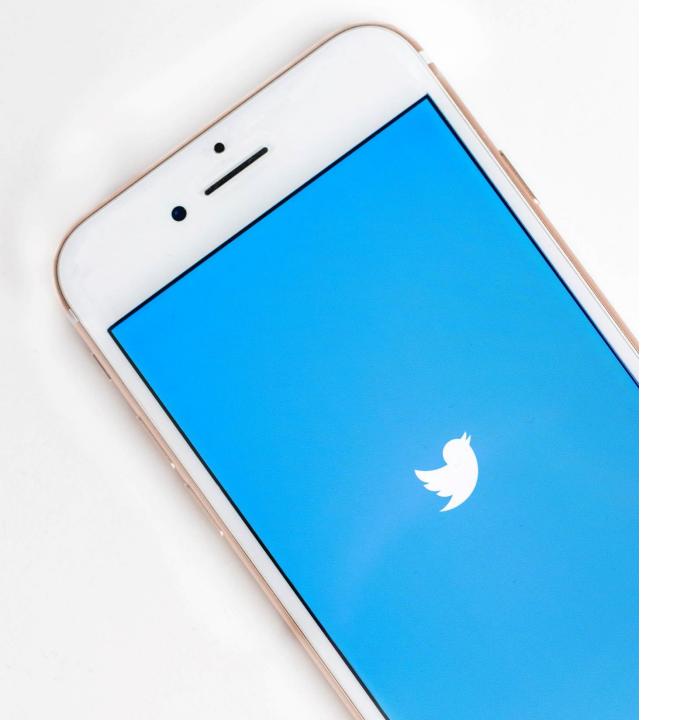


National Security Agency, an intelligence agency of USA released a guidance on limiting location data exposure



Japan's Ministry of Economy, Trade and Industry released a Company Privacy Governance Guidebook.





# Twitter USD 250M privacy fine

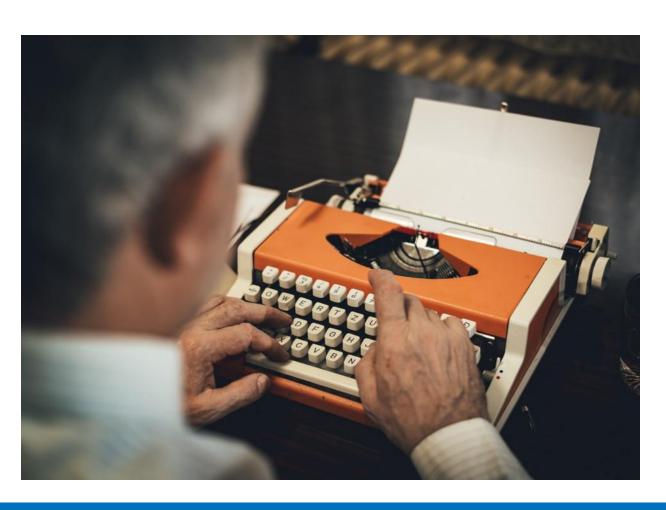
Twitter Inc., through its US-Securities and Exchange Commission filing disclosed that it estimates a fine between USD 150 million to USD 250 million for privacy violation from Federal Trade Commission for misusing emails and phone numbers of users for targeted advertising during periods between 2013 and 2019.



## **Koypo Lab fined by ICO**

Koypo Laboratories, a London based scientific customer acquisition specialist has been issued a monetary fine of EUR 100,000 by Information Commissioner's Office (ICO), UK's privacy watchdog for violation under Data Protection Act 1998. The organization had sent more than 21 million spam emails to subscribers for the purposes of direct marketing without their consent.

# **Contact Information**



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