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[ICO News: New guidance on direct marketing and the public sector](#)

The Information Commissioner's Office (ICO) has published a new resource to help public sector organisations understand when the direct marketing rules will apply to their messages. The guidance is aimed at those responsible for data protection within public sector organisations.

[News Article: Hackney Council IT data blunder 'could have cost lives'](#)

Details of vulnerable women who were living in hostels were shared online after Hackney Council accidentally made them available to the public. An investigation by the Local Democracy Reporting Service found that senior managers had chosen the wrong privacy settings on the website Trello. A domestic violence campaigner said vulnerable women "could have been killed" because of the error.

[News Article: Record GDPR Fine Handed to Amazon Over Targeted Advertising](#)

The Luxembourg National Commission for Data Protection (CNPD) has issued Amazon the largest GDPR fine to date, hitting the online shopping giant with a penalty of €746 million (about \$887 million) over its targeted advertising practices.
[Relates to the EU]

[News Article: Zoom settles US class action privacy lawsuit for \\$86m](#)

Video-conferencing firm Zoom has agreed to pay \$86m (£61.9m) to settle a class action privacy lawsuit in the US. The lawsuit alleged that Zoom had invaded the privacy of millions of users by sharing personal data with Facebook, Google and LinkedIn.
[Relates to the US]

This eAlert is intended for staff, both within Digital Health and Care Wales and other NHS organisations, who may have an interest in Information Governance issues that affect the NHS in Wales. If you have any articles which you feel would also be useful to colleagues, please feel free to forward them for inclusion in our next edition.

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