



## 25ain O Fehefin / 25th June 2021

[ICO Blog: What's next for data ethics?](#)

The global pandemic has thrown the debate about where the GDPR's legal principles and purely ethical considerations overlap, separate and potentially even conflict into sharper focus, with ongoing innovation around personal data usage at every stage of the crisis. What is a 'right' and 'fair' purpose and means of processing has become a fundamental, and sometimes time-critical, question.

[News Article: Digital ad industry accused of huge data breach](#)

The Irish Council for Civil Liberties is suing a branch of the Interactive Advertising Bureau (IAB) and others over what it describes as "the world's largest data breach".  
The IAB Tech Lab, based in New York, develops digital ad industry standards. IAB members include Facebook, Google and Amazon.

[ICO Fine: Nuisance calls land home improvements company with a £130,000 fine](#)

The Information Commissioner's Office (ICO) has fined a home improvement company £130,000 for making more than 900,000 nuisance marketing calls.  
Colour Coat Ltd of St Leonards on Sea, East Sussex which provides a range of services including coatings, insulation and roof repairs, made the calls over an eight month period.

[News Article: Reported Amazon fine \(\\$425M\) 'biggest test' of GDPR enforcement yet](#)

Amazon might be in line for Europe's largest fine for privacy violations, with a penalty seven times the size of Google's record €50 million hit.  
The online retailer—whose European headquarters are based in Luxembourg—could be fined more than \$425 million (€350 million) under the EU's General Data Protection Regulation (GDPR) over the way it collects personal data and uses it for marketing purposes, according to the Wall Street Journal.  
[Relates to EU]

[News Article: Lisbon gave protesters' data to foreign embassies](#)

Authorities in the Portuguese capital Lisbon illegally handed over protesters' personal details to the foreign embassies they were picketing, an audit has found.  
Data was shared 52 times from 2018-19, said Lisbon mayor Fernando Medina. He declined to say which embassies were involved, but media reports cited China, Israel and Russia.  
[Relates to Portugal]

*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.*

*Digital Health and Care Wales is not responsible for the contents or reliability of the linked websites and does not necessarily endorse the views expressed within them. Listing shall not be taken as endorsement of any kind. We cannot guarantee that these links will work all of the time and we have no control over availability of the linked pages.*



Os nad ydych eisiau dderbynnu y'r e-Newyddion yma, Cysylltwch [DHCWInformationGovernance@wales.nhs.uk](mailto:DHCWInformationGovernance@wales.nhs.uk)

If you would prefer not to receive this regular eAlert, please contact [DHCWInformationGovernance@wales.nhs.uk](mailto:DHCWInformationGovernance@wales.nhs.uk)

