



Llywodraethu Gwybo Information Governance

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[Debunking data protection myths about AI](#)

From unlocking medical breakthroughs to revolutionising public services in the UK, AI has huge potential to transform our lives for the better. Across the economy, businesses seem excited about investing in AI to drive growth and innovation, while the tech is inspiring vibrant discussions amongst policymakers and the public alike.

[Direct marketing advice generator makes it easy for organisations to comply with the law](#)

The ICO have [launched a free online tool to help organisations ensure their direct marketing activities comply with UK law](#) – namely the Privacy and Electronic Communication Regulations (PECR), and the UK GDPR.

By using the direct marketing advice generator, small organisations will get reliable compliance advice, tailored to their own direct marketing activities, in minutes.

[What are the data privacy issues plaguing Chinese AI DeepSeek in the EU?](#)

Data authorities across Europe are investigating the data policy collection of DeepSeek, the Chinese artificial intelligence (AI) company taking the technology sector by storm.

Information requests launched in [Italy](#), Ireland, Belgium, the Netherlands, and France want to know whether the AI company's collection of information breaches Europe's General Data Protection Regulation (GDPR) by transferring personal data to China.

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.

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