



Llywodraethu Gwybodaeth
Information Governance

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23ain o Ionawr /23rd January
2026

[Fine of £225,000 for nuisance marketing messages](#)

ZMLUK Limited (formerly Zuru Media Ltd), based in Bristol, has been fined £105,000 for sending over 67 million marketing emails between January and July 2023 without valid consent. The emails promoted a range of products and services using data sourced from third parties, where people were not given clear and informed choices about receiving marketing.

[Sportswear giant investigating data breach affecting millions](#)

The breach is believed to have occurred late last year, affecting an estimated 72 million email addresses, according to information cited by the cybersecurity website Have I Been Pwned. Beyond email addresses, some of the compromised records also included personal information such as names, genders, birthdates and postcodes.

[Government and ICO sign MoU to raise data protection standards](#)

Under the agreement, the government will work to rebuild public confidence by enhancing accountability in how personal information is handled. The Government chief data officer and departmental data protection officers will play a key role in embedding best practices across government bodies. The ICO, as the UK's data protection regulator, will provide advice, scrutiny, and challenge to ensure compliance. The MoU also reinforces the ICO's ability to hold government departments accountable if standards are not met.

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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