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**Data Privacy Day: Why AI's Rise Makes Protecting Personal Data More Critical Than Ever**

January 28 marks Data Privacy Day. Founded in 2007 by the Council of Europe, the aim of Data Privacy Day is to raise public awareness about the right to personal data protection and privacy. Now in its 19<sup>th</sup> year, Data Privacy Day faces a much-changed world to the one it originated in: the first iPhone was revealed just two weeks before the first Data Privacy Day, leading to the smartphone revolution – and a revolution in how we access and interact with the internet, both at work and at home.

**How Nike is Responding After Potential Data Breach**

Nike is reported to have suffered a similar attack, with ransomware group World Leaks claiming responsibility. It says 1.4 terabytes of data belonging to Nike have been published. “We always take consumer privacy and data security very seriously,” said Nike, according to Reuters. “We are investigating a potential cyber security incident and are actively assessing the situation.”

**France Fines National Employment Agency €5m Over 2024 Data Breach**

According to France Travail, exposed personal data included names, social security numbers, dates of birth, user IDs, email and postal addresses, and phone numbers of France Travail and Cap Emploi users. However, the attackers did not gain access to any jobseekers’ complete France Travail files nor any healthcare data. The data breach could affect users who registered on Cap Emploi over the past 20 years, representing 43 million potential users’ data exposed.

Relevance: France

30ain o Ionawr /30<sup>th</sup> January  
2026

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