



GLOBAL PRIVACY NEWS
FROM THE DPO CENTRE



The DPIA is an assessment of the impact of the most significant and important-to-know data protection issues from around the globe. It's not the full story, just a quick 3-minute read, collated and condensed to keep you updated with the latest news in our ever-evolving industry.

Europrivacy certification: Why your organization needs it

With data protection expectations continuing to rise, many organizations are looking for new ways to demonstrate GDPR compliance. Europrivacy™/®, the EU's leading GDPR certification scheme, is fast becoming a must-have for businesses wanting formal and independent certification.

In our latest blog, we explore the Europrivacy certification scheme, breaking down the key benefits. GDPR certification can be especially valuable for organizations involved in high-risk data processing, offering independent verification and strengthening customer and stakeholder trust.

[Read our blog](#)

CANADA & UNITED STATES

Canadian e-commerce platform faces US data privacy lawsuit

The Canadian e-commerce platform, Shopify, is facing renewed legal challenges in the United States over alleged unlawful data tracking practices. The lawsuit, originally dismissed in 2022, claims Shopify installed tracking cookies on a California consumer's device without consent, collecting personal data and using it to build detailed consumer profiles shared with merchants. On 21 April 2025, the U.S. Court of Appeals for the Ninth Circuit ruled that the case could proceed in California, citing Shopify's direct engagement with consumers in the state.

The decision marks a significant moment for Canadian organisations operating internationally, as it reinforces the growing expectation that companies must navigate and comply with privacy laws across all jurisdictions where they are active. Canadian businesses with global reach should review their use of cookies and tracking technologies to ensure they meet the requirements of data protection laws across key markets like the United States, the EU, and beyond.

[Read more on the case](#)

Microsoft rolls out AI-powered Recall despite privacy concerns

Microsoft has begun rolling out its AI-powered tool, Recall, despite criticism over potential privacy risks. Built into the company's latest Copilot+ PCs, Recall captures encrypted screenshots of users' screens every few seconds to create a searchable timeline of past activity.

Recall's initial launch in June 2024 was postponed following significant backlash over the tool's potential to capture sensitive data. Since then, Microsoft has implemented several safeguards:

- Recall is now an opt-in feature, requiring users to actively enable it
- Access to snapshots necessitates user authentication via Windows Hello
- Users can pause or delete snapshots at any time
- Upgraded to filter specific apps or websites from being recorded and filter out sensitive information, including credentials and credit card numbers

Shane Gohil, DPO and Security & Tech Sector Lead at The DPO Centre, said, *'Despite welcome security enhancements to Recall, any system creating a searchable archive of digital activity requires thoughtful consideration of privacy trade-offs. Users should approach technologies that maintain persistent records of their activities with appropriate caution.'*

Users are reminded to implement strong device security and regularly review their data to help minimise potential risks.

[Learn more about Recall](#)

New COPPA Rules take effect from 23 June 2025

On 22 April 2025, the U.S. Federal Trade Commission (FTC) published final amendments to the Children's Online Privacy Protection (COPPA) Rule in the Federal Register, marking the first comprehensive update since 2013. These changes significantly expand privacy protections for children under 13 and introduce substantial new compliance obligations for organisations operating websites and online services directed to children.

Key highlights:

- New definition for 'mixed audience' websites or online services, with guidance for age verification
- Operators are prohibited from retaining children's personal information indefinitely, ensuring data is only kept as long as necessary for its intended purpose
- Expanded definition of 'personal information' includes biometric and government-issued identifiers
- Operators must obtain separate, verifiable parental consent before disclosing children's data to third parties

The new COPPA Rules will be effective from 23 June 2025. Organisations should review and update their privacy policies and notices to reflect the expanded definitions and new obligations and implement mechanisms to obtain verifiable parental consent.

[Read the updated COPPA Rule](#)

WE'RE ATTENDING

Encore Boston Harbor
Boston, MA
19 - 20
May 2025
marcusevans

Evolution Summit




**19 - 20 MAY 2025**
BOSTON, MA

UNITED KINGDOM

ICO issues statement on police use of FRT

To support a renewed focus on police use of facial recognition technology (FRT), the Information Commissioner's Office (ICO) has issued a statement emphasising that its deployment must be 'necessary and proportionate'. The announcement comes amid a significant increase in the use of FRT by UK police forces. In March 2025, the Metropolitan Police decided to install permanent live facial recognition cameras in Croydon, marking the UK's first fixed deployment of such technology. However, the move raised concerns for privacy and potential over-policing.

The ICO underscores that any application of FRT must adhere to the principles of Fairness and Accuracy, ensuring that the processing of sensitive personal data complies with data protection laws.

Read our [case study](#) to learn how The DPO Centre helped Reveal Media deliver a privacy-compliant live facial recognition trial.

EUROPEAN UNION

EC launches AI Continent Action Plan

On 9 April 2025, the European Commission launched the AI Continent Action Plan, which aims to establish the EU as a global leader in artificial intelligence.

Key objectives:

- **Enhance AI infrastructure** by establishing 13 AI factories and further Gigafactories to provide advanced computing resources for AI development
- **Facilitate access to high-quality datasets** for AI training by launching a comprehensive Data Union Strategy
- **Promote AI adoption** across various sectors through the Apply AI Strategy
- **Strengthen AI skills and talent** through educational programmes and initiatives
- **Support organisations with regulatory compliance** by establishing an AI Act Service Desk

[Read the AI Continent Action Plan](#)

Meta to resume AI training on EU users' public posts

On 14 April 2025, Meta announced plans to restart training its AI applications on EU citizens' public Facebook and Instagram posts. The project was initially paused in 2024 after privacy group, *noyb*, filed complaints across 11 European countries.

However, the tech giant now claims the European Data Protection Board (EDPB) has affirmed the legality of their new approach, which involves notifying users about the AI training and providing an opt-out mechanism.

Meta has begun informing adult users of Facebook and Instagram about the change via in-app notifications and email, which include a link to an objection form. They will begin utilising public posts and comments from 27 May 2025, unless users opt out before this date.

[Read Meta's statement](#)

WE'RE ATTENDING



Bio
International
Convention

 **16 - 19 JUNE 2025**
BOSTON, MA



INTERNATIONAL

South Africa launches mandatory data breach reporting portal

South Africa's Information Regulator has launched a mandatory eServices Portal for reporting data breaches, marking a significant shift from the previous email-based system. This digital platform aims to streamline breach notifications, improve regulator response times, and standardise the quality of information submitted.

Under the country's Protection of Personal Information Act (POPIA), foreign organisations may fall within its regulatory scope if they:

- Use South African-based vendors or IT infrastructure to store or process data
- Outsource HR, payroll, or customer support functions to South African service providers

Applicable organisations should ensure they are prepared to report any data breaches via the new portal.

[Find the eServices Portal and how-to guide](#)



We are recruiting!

To support our ongoing requirement to continuously grow our remarkable and extraordinary **#ONETEAM**, we are seeking candidates for the following positions:

- **Data Privacy Officers (Canada)**
- **Data Protection Officers (United Kingdom/ The Netherlands)**
- **Data Protection Officers - Life Sciences (United Kingdom/Europe/Canada)**
- **Data Protection Support Officers (United Kingdom)**

If you are looking for a new and exciting challenge, [apply today!](#)

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