



Issues in Web Marketing

Privacy and IP

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& Gould**

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GDPR

The EU Gets Serious about Consumer Privacy



GDPR

- **General Data Protection Regulation**





So What?



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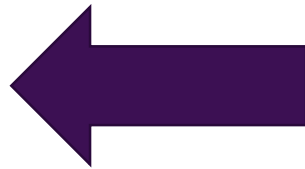


So What?





How do we fix it?



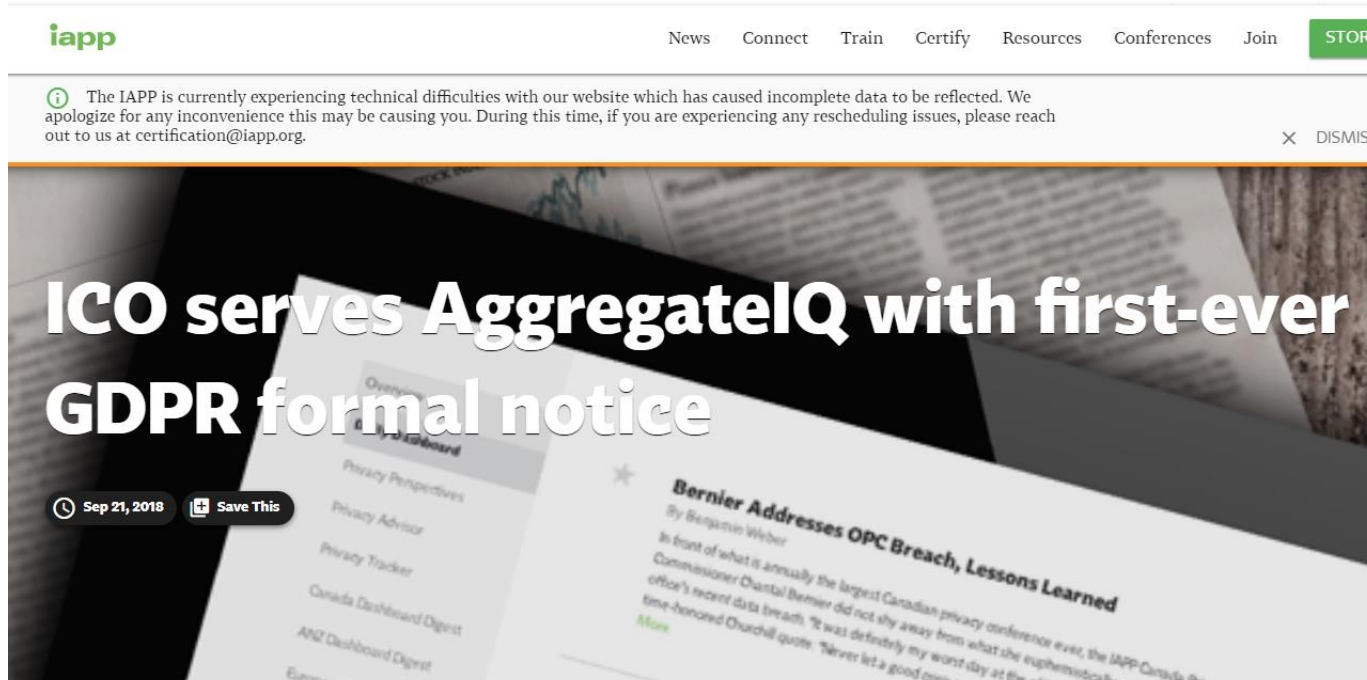


Okay, so I need to comply...





What are they gonna do about it?



The U.K. Information Commissioner's Office [has served](#) data analytics firm AggregateIQ with the first-ever formal notice under the EU General Data Protection Regulation, BBC News reports. AggregateIQ has been accused of processing citizens' data for "for purposes which they would not have expected." The ICO said the firm had been gathering data before the May 25

Related Stories

- Utah gov. signs off on law requiring warrants for law enforcement data access





What are they gonna do about it?



The U.K. Information Commissioner's Office has informed The Washington Post its online subscription options do not comply with the EU General Data Protection Regulation, The Register reports. The newspaper allows users to pay \$9 a month to turn off trackers and cookies. Since there is no free alternative for accepting cookies, the ICO found "consent cannot be freely given and is invalid." As the newspaper is based in the U.S., the ICO can only issue a warning. "We have told them they should now ensure that users of The Washington Post website have the option to access all levels of subscription without having to accept cookies," the ICO said in a statement. "We hope that the Washington Post will heed our advice, but if they choose not to, there is nothing more we can do in relation to this matter."

Related Stories

- Notes from the IA Director, March 29
- Utah gov. signs off





California Consumer Privacy Act

GDPR of California?





Origin Story:





Yeah but...



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Okay, so I need to comply...





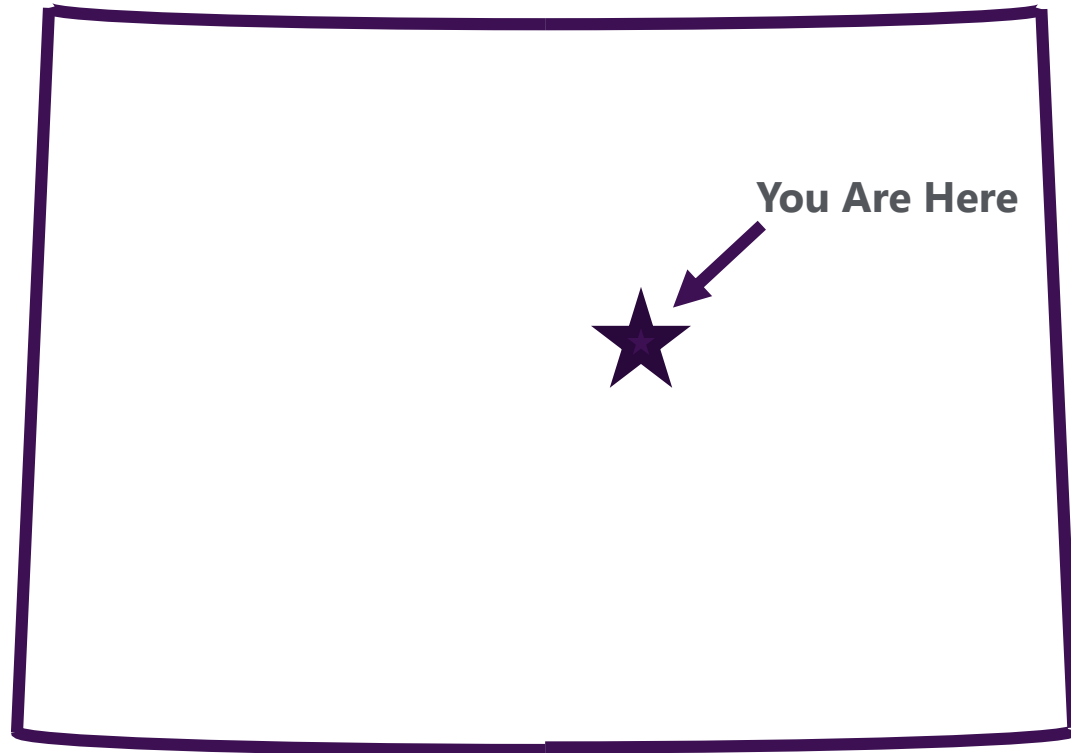
Data “Sales”

- “selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a consumers personal information to another business or a third party for monetary or other valuable consideration.”





Colorado's Consumer Privacy Act

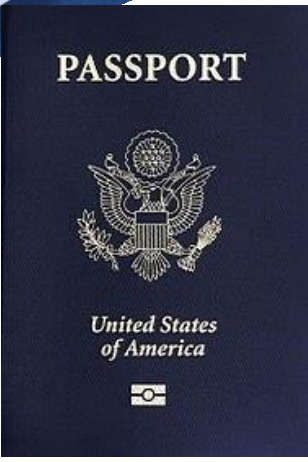
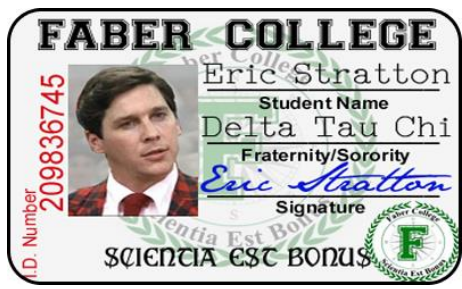
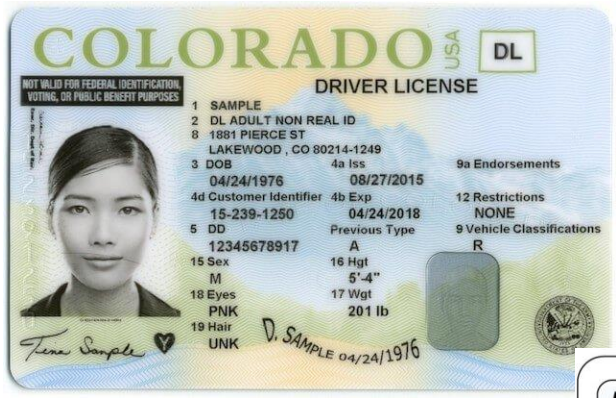




PII: What is It



- AFFILIATION
- PAY GRADE/RANK
- EXPIRATION DATE
- DoD IDENTIFICATION NUMBER





PII: Entities Covered

Maintains

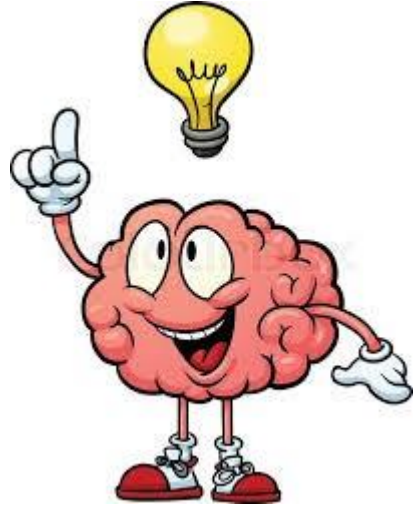
Owns

License





Obligations - Everyone



Reasonable Procedures

Appropriate





Obligations Licensors

Licensees are Your Responsibility





Obligations - Maintainers



Destroy when finished





Breach



PII + Something =
Personal Information

Investigate

Provide Notice





Branding: Privacy Impact





Avoid the Creep – Patents, Technology, and PR

“Hey, Alexa, What Can You Hear? And What Will You Do With It?” - New York Times

“HUD is reviewing Twitter’s and Google’s ad practices as part of housing discrimination probe.” – The Washington Post

“Creepy Google Patents Reveal the Extent of Control Tech Companies Seek.” – Fox News



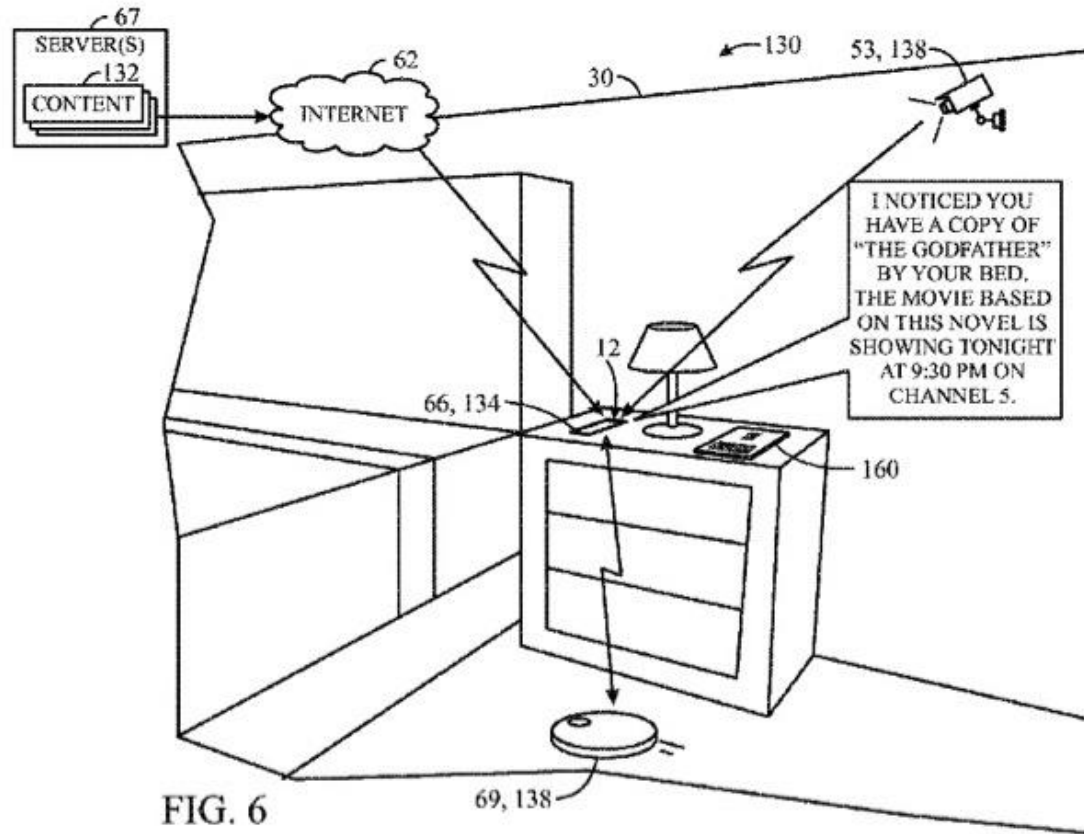
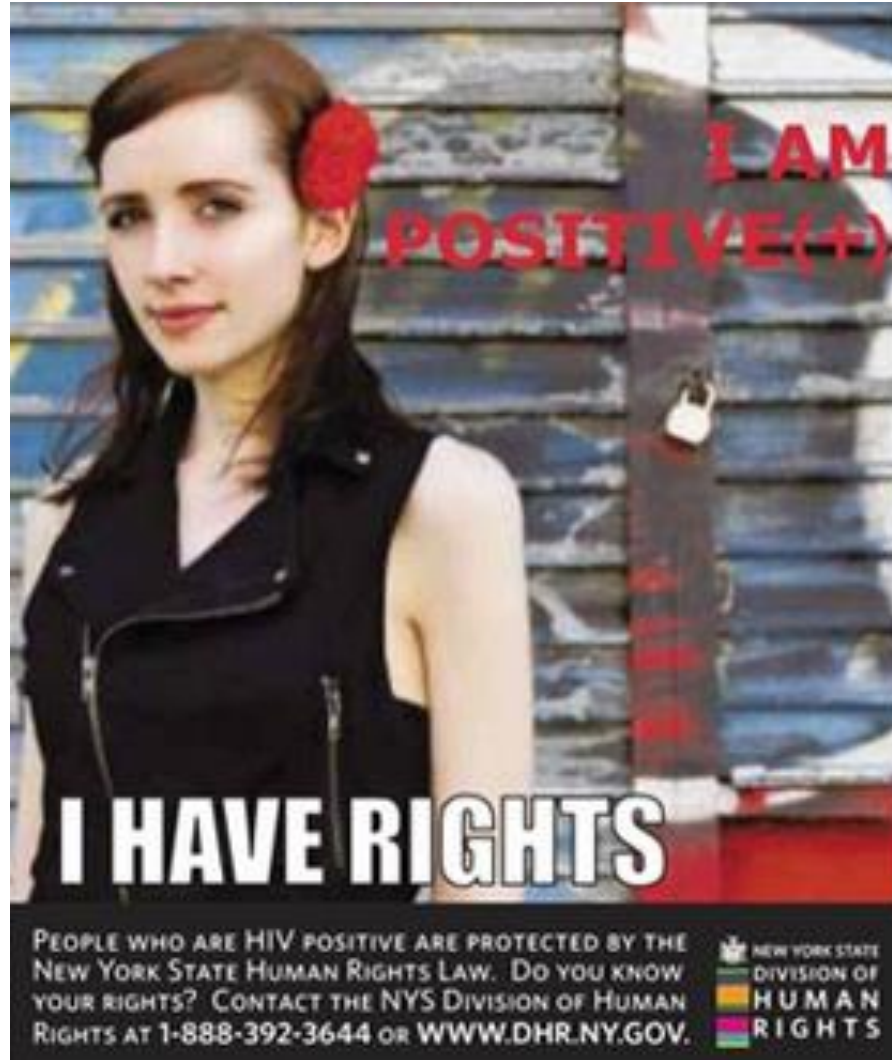


FIG. 6





Copywrongs





Brands

- Clear Communication
- Transparent
- No more than you need