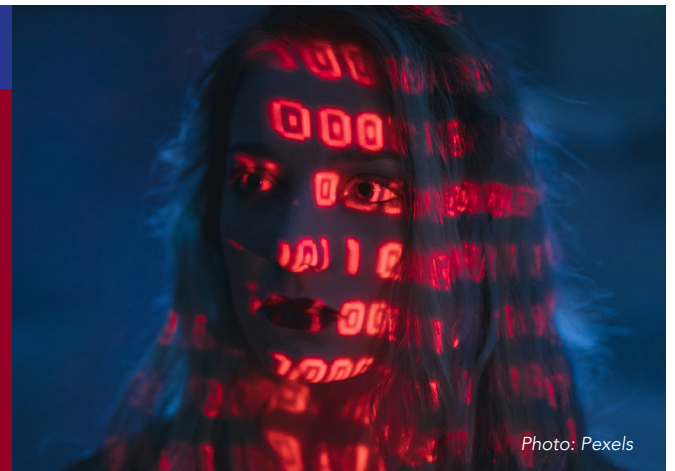


## DATA PRIVACY ROUNDUP FOR THE BEGINNING OF 2023

### 1. OVERVIEW

This is another roundup of the interesting articles, events and guidance released by data protection regulators worldwide, which we have found interesting and informative in the first few months of 2023.



## 2. WHAT HAS BEEN HAPPENING AT HOME ...



### 2.1. POPIA COMPLIANCE LEVELS CONCERNING UNSOLICITED DIRECT MARKETING ARE NOT VERY GOOD

The Information Regulator has issued [a statement in the media](#) that, in general, organisations are not complying with POPIA's requirements concerning unsolicited direct marketing.

### 2.2. MUNICIPALITIES IN THE RED

The Information Regulator has [also issued a statement](#) that the general levels of POPIA compliance amongst South African municipalities are very low.

### 2.3. NATIONAL BROADCASTER IN THE RED AS WELL

The Information Regulator has also [called out the SABC](#) for their poor levels of POPIA compliance concerning their handling of customer personal information.



Photo: Unsplash

## 3. WHAT HAS BEEN HAPPENING ABROAD ...

### 3.1. REGULATORS (STILL) CRACKING DOWN HARD ON THE TECH SECTOR

There have been several monumental data privacy fines for the tech sector in late 2022 and early 2023 (the likes of Google, Uber, WhatsApp and the rest of the Meta crowd). This [article](#) summarises the recent roundup of data privacy fines in the tech sector, and you can read the enforcement decisions against WhatsApp [here](#).

### 3.2. SALE OF PERSONAL INFORMATION

Recently, the Court of Justice of the European [Union issued a decision](#) stating that controllers must reveal the entities to which they have sold a data subject's personal information upon request.

### 3.3. HEALTH DATA SCARE

[An online pharmacy in the US](#) has been fined USD15 million by the FTC for disclosing patient health personal information to social media platforms and other online advertisers such as Facebook and Google and failing to notify its customers.

## 4. WHAT NEXT?

Our newsletters will keep providing you with data privacy updates from home and abroad. If you are interested in reading extra insights on the POPIA Portal about the topics raised in this article, you can read about the following:

- Direct marketing and the sale of personal information in [Chapters 13](#) and [16](#);
- POPIA enforcement and administrative fines in [Chapter 19](#); and
- Health personal information in [Chapter 7](#).



Photo: Pexels