

# Persónuvernd og öryggi vefja: GDPR eins árs!

**Stafrænir miðlar og markaðssetning í kjölfar GDPR**

Hádegisverðarfundur Ský

21. maí 2019



**Vigdís Eva Líndal**  
skrifstofustjóri upplýsingaöryggis

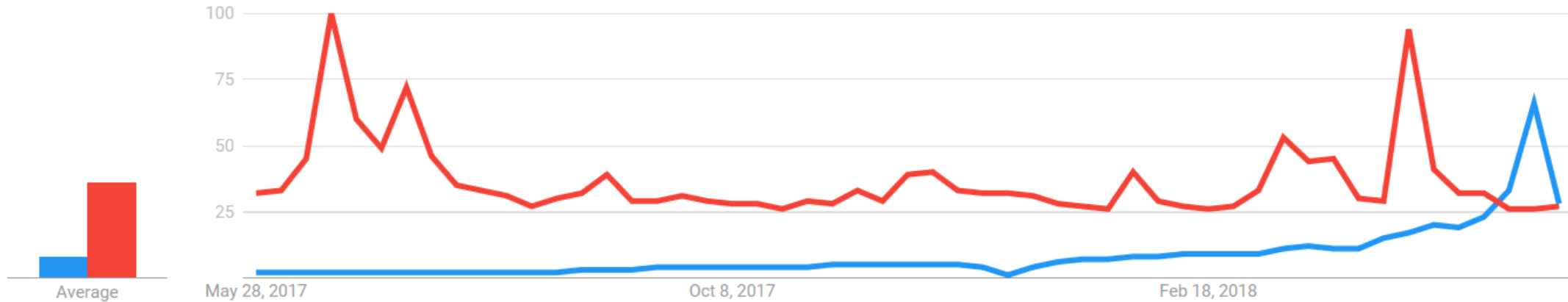


**PERSÓNU  
VERND**

# 2018 – ár persónuverndar í Evrópu

● GDPR  
Search term

● Beyoncé  
American singer-songwriter



# 2018 – ár persónuverndar í Evrópu

Meiri þungi í umræðu um persónuvernd

Ný stétt = persónuverndarfulltrúar

Aukning í málafjölda hjá öllum persónuverndarstofnunum

40-60% aukning í málafjölda

Um 95.000 kvartanir innan EES

Um 65.000 tilkynningar um öryggisbresti



# Breytt heimsmynd



ABOUT THE ILLU / NEWS AND EVENTS / NEWS AND BLOGS /

## ICO issues maximum £500,000 fine to Facebook for failing to protect users' personal information

Date 25 October 2018

Type News

The Information Commissioner's Office (ICO) has fined Facebook £500,000 for serious breaches of data protection law.

In July, the ICO issued a Notice of Intent to fine Facebook as part of a wide ranging investigation into the use of data analytics for political purposes.

After considering representations from the company, the ICO has issued the fine to Facebook and confirmed that the amount - the maximum allowable under the laws which applied at the time the incidents occurred - will remain unchanged. [The full penalty notice can be read here.](#)

CNIL.

To protect personal data, support innovation, preserve individual liberties.

DATA PROTECTION | TOPICS | THE CNIL

> The CNIL's restricted committee imposes a financial penalty of 50 Million euros against GOOGLE LLC

## The CNIL's restricted committee imposes a financial penalty of 50 Million euros against GOOGLE LLC

21 January 2019

On 21 January 2019, the CNIL's restricted committee imposed a financial penalty of 50 Million euros against the company GOOGLE LLC, in accordance with the General Data Protection Regulation (GDPR), for lack of transparency, inadequate information and lack of valid consent regarding the ads personalization.

# Umræðan í Evrópu - Auglýsingar á netinu -

## News & Media

- > [Contact details](#)
- > [Press releases](#)
- > [Latest news](#)
- > [Blogs](#)
- > [Consultations](#)
- > [Podcasts](#)
- > [Publications](#)

## Data Protection Commission opens statutory inquiry into Quantcast International Limited

02nd May 2019

Since the application of the GDPR significant concerns have been raised by individuals and privacy advocates concerning the conduct of technology companies operating in the online advertising sector and their compliance with the GDPR. Arising from a submission to the Data Protection Commission by Privacy International, a statutory inquiry pursuant to section 110 of the Data Protection Act 2018 has been commenced in respect of Quantcast International Limited. The purpose of the inquiry is to establish whether the company's processing and aggregating of personal data for the purposes of profiling and utilising the profiles generated for targeted advertising is in compliance with the relevant provisions of the GDPR. The GDPR principle of transparency and retention practices will also be examined.

Powered by **Quantcast** letters of a number of U.S. technology firms, making the Irish commissioner the lead regulator in the bloc under the EU's General Data Protection Regulation's (GDPR) "One Stop Shop" regime introduced last year.

ish



e latest



# Staðan á Íslandi

## 2016-2018: Vitundarvakning!

Ráðstefnur - fyrirlestrar - kynningar

Bæklingar

Leiðbeiningar

Þjónustuborð

Ný vefsíða

## 2019: Áframhaldandi vitundarvakning og aukinn þungi í virku eftirliti PV

Frumkvæðisathuganir vegna kosninga, öryggisbresta o.fl.

Börn og heilbrigðismál

Ný tækni/nýsköpun – umræðan í Evrópu



# Notkun samfélagsmiðla og markaðssetning á netinu

Gagnsæi og lögmæti

Persónusnið – sjálfvirk ákvarðanataka

Vinnsluskrá

Mat á áhrifum á persónuvernd – MÁP listinn

Öryggi persónuupplýsinga





postur@personuvernd.is  
www.personuvernd.is

 @Personuvernd  
#Persónuvernd #PV2018

