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**INTERNATIONAL REPORT**

# PRIVACY LAWS & BUSINESS

DATA PROTECTION & PRIVACY INFORMATION WORLDWIDE

## Belgium: GDPR implementing Act enters into force

Laura Brodahl, Laura De Boel and Cédric Burton of Wilson Sonsini Goodrich & Rosati analyse the specifics of the law.

Following the adoption of the General Data Protection Regulation (GDPR) the Belgian legislator has adopted a new data protection law.

The Act of 30 July 2018 on the protection of natural persons with regard to the processing of personal data (the 2018 Data Protection Act)

repeals the Privacy Act of 8 December 1992 (the 1992 Privacy Act) and its implementing legislation. It entered into force on 5 September 2018.

The 2018 Data Protection Act is a massive piece of legislation. It

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**Separate Supplement**  
Tables of 132 laws and 28 bills

## IAB revises its transparency and consent framework

As a result of feedback from DPAs and other stakeholders, a new version of this industry standard will be issued soon.

Laura Linkomies talked to IAB Europe in Brussels.

IAB (Interactive Advertising Bureau) Europe, the industry association for the digital advertising ecosystem in Europe, is working hard to make improvements to the "Transparency and Consent

Framework" which was launched in April 2018 just in time for the GDPR. The voluntary framework is based on publishers and tech vendors using an open source standard to

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**“ comment ”****GDPR: The global benchmark**

According to the EU Commission, during the peak month of May 2018, GDPR was searched more often on Google than American superstars Beyoncé and Kim Kardashian. On a more serious note, GDPR is undoubtedly having a global effect, as shown in Professor Graham Greenleaf's articles and global tables of privacy laws issued here as a supplement.

Numerous countries have updated their data protection laws since 2017, invariably strengthening them in ways which reflect some aspects of the GDPR, and there are currently 28 bills for new privacy laws (p.14 and p.19). However, our US correspondents observe that “no law passed by one country, or even a political and economic union as powerful as the EU, can be global, regardless of ambition or breadth of terms” (p.6).

The key word for 2019 is adequacy – the countries which have it, such as Argentina, are being reviewed. Japan's newly acquired adequacy status is being supplemented in the form of some amendments to existing legislation (p.12) and the EU-US Privacy Shield has been given another lease of life (p.18). As key voices from US industry now support a federal privacy law, the US Senate is to hold a hearing on a federal privacy law on 27 February.

Within the EU, the GDPR's effect is felt in a most concrete way. According to the EU there have been 41,500 breach notifications, 255 cross border cases, and 95,000 complaints\*. The complaints mostly address telemarketing and promotional emails. For this issue, I interviewed FEDMA, the European umbrella organisation for direct marketers, about its concerns over the proposed EU e-Privacy Regulation (p.9) and IAB, the Interactive Advertising Bureau, about its Transparency & Consent Framework for GDPR compliance (p.1).

This issue introduces the new Belgian DP law (p.1). We aim to publish a report on each EU country's new GDPR adaptation law – if you would like to analyse your country's law please get in touch. An overview of GDPR implementation and the remaining issues will be provided at our 32nd Annual International Conference in Cambridge, 1-3 July 2019. See the 45 confirmed speakers and their sessions from 16 jurisdictions at [www.privacylaws.com/ac](http://www.privacylaws.com/ac)

**Laura Linkomies, Editor**

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\*EU statistics issued 28 January [ec.europa.eu/commission/sites/beta-political/files/190125\\_gdpr\\_infographics\\_v4.pdf](http://ec.europa.eu/commission/sites/beta-political/files/190125_gdpr_infographics_v4.pdf)**Contribute to PL&B reports**

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