



GLOBAL PRIVACY NEWS  
FROM THE DPO CENTRE



**The DPOA** 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.

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## EU AI Act compliance: What North American organizations need to know

If your organization operates in or serves EU markets and develops or uses AI and machine learning applications, the EU's AI Act could impact your data management practices. Understanding its requirements and how they apply to your organization is essential for compliance.

In Part 1 of our four-part series, we explore the timeline and key deadlines of the EU AI Act's phased implementation. Learn when different aspects of the regulation take effect and the steps you need to take to stay compliant.

[Read EU AI Act Compliance Part 1](#)

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### CANADA & UNITED STATES

## Canada bans DeepSeek on government-managed devices

On 6 February 2025, Canada's federal government banned Chinese-made DeepSeek on devices and networks overseen by government agency, Shared Services Canada (SSC). Chief Information Officer, Dominic Rochon, said the open-source language model has raised 'serious privacy concerns', particularly regarding inappropriate collection and retention of sensitive personal information.

Several other countries have also banned the application on government-managed devices, including the Netherlands, the United States, and South Korea. David Smith, DPO and AI Sector Lead at The DPO Centre, provides advice for users in our story, [DeepSeek under scrutiny: Privacy concerns over Chinese AI chatbot](#).

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## Virginia passes SB 754 on reproductive health data

On 20 February 2025, Virginia passed Senate Bill 754, amending the Virginia Consumer Protection Act to prohibit the obtaining, disclosing, selling, or disseminating of any personally identifiable reproductive or sexual health information without consumer consent.

The Bill applies to past, present, and future reproductive or sexual health information, including:

- Efforts to get reproductive or sexual health services or supplies, including location data
- Health conditions or diagnoses, including pregnancy, menstruation, ovulation, and sexual activity
- Surgeries and procedures related to reproductive health, including pregnancy termination
- Use or purchase of contraceptives, birth control, or related medications
- Bodily functions and symptoms related to menstruation or pregnancy, such as cramps or hormone levels

The bill will be effective from 1 July 2025.

[Read SB 754](#)

## Judge issues injunction on Elon Musk's DOGE

On 21 February 2025, Judge Jeannette A. Vargas issued a preliminary injunction banning the Department of Government Efficiency (DOGE) from accessing sensitive Treasury Department information until its members complete cybersecurity training.

The ban follows a lawsuit by 19 attorneys general, alleging that the Trump administration illegally provided Elon Musk and DOGE access to the Treasury Department's central payment system, which holds personal data for millions of Americans, including social security numbers and bank account information.

The injunction underscores the need for robust cybersecurity measures and strict access controls to protect sensitive information.

[Learn more about the injunction](#)

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## UNITED KINGDOM

### Apple pulls Advanced Data Protection tool from UK

Apple has removed its Advanced Data Protection (ADP) feature for UK users following a government request to see the data, something Apple itself cannot do. Apple said they regret the decision but oppose creating a 'backdoor' in its encryption, warning that it could be exploited by bad actors.

ADP is Apple's highest level of data security, ensuring only account holders can view their iCloud-stored data through end-to-end encryption. Following the move, UK user data stored in iCloud will only be covered by standard encryption, making it accessible to Apple and shareable with law enforcement under a warrant.

Privacy experts have raised concerns over its removal, stating it could leave users less protected, and have warned the move sets a dangerous precedent for other countries to demand similar access.

[Read Apple's statement](#)

## EUROPEAN UNION

### EC plans to withdraw ePrivacy Regulation and AI Liability Directive

On 11 February 2025, the European Commission published its 2025 work programme, announcing plans to withdraw several legislative proposals, including the ePrivacy Regulation and the AI Liability Directive (AILD), due to a lack of consensus on their adoption.

First proposed in January 2017, the ePrivacy Regulation was designed to complement the General Data Protection Regulation, simplify cookie consent requests, and protect consumers against unsolicited electronic communications. However, the Commission believes it is now outdated.

The AILD aimed to make it easier for individuals harmed by AI systems to claim compensation by lowering the burden of proof and requiring evidence disclosure for high-risk systems.

The Commission will make its final decision following feedback from the European Parliament and the Council.

[Read the 2025 work programme](#)

### CJEU clarifies 'undertaking' in GDPR fine calculations

On 13 February 2025, the Court of Justice of the European Union (CJEU) clarified the basis for calculating fines under Article 83 of the General Data Protection Regulation (GDPR). The court ruled that when calculating the maximum fine for GDPR violations, the total annual turnover of the entire group of companies (the 'undertaking') should be

considered, and not just the turnover of the specific company that committed the violation.

However, the CJEU also highlighted aggravating factors to be considered when calculating the actual fine:

- Did the parent company influence the decisions of the company that violated the GDPR?
- Does the GDPR violation affect the specific company or the entire group?
- Were multiple companies in the group involved in the GDPR violation?

As a result of the ruling, future penalties could be more substantial, encouraging all companies in an undertaking to improve their data protection practices.

[Read the ruling](#)

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## INTERNATIONAL

### China's MIIT launches 2025 AI medical device innovation task list

China's Ministry of Industry and Information Technology (MIIT) has launched a task list for 2025, focusing on the innovation of artificial intelligence (AI) medical devices. The MIIT will select organisations with strong innovation capabilities to perform the tasks, which aim to streamline review processes, enhance R&D support, and ensure product safety and quality.

According to the MIIT, the tasks will focus on:

- Intelligent decision-making support products
- Brain-computer hybrid intelligent products
- A supporting environment, including a medical AI database

[Learn more about the task list](#)



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- **Senior HR Operations Advisor (United Kingdom)**

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