



ECJ: IP addresses can be personal data – but not always

Since the judgement of the European Court of Justice (ECJ) of 19 October 2016, it is more than doubtful whether the absolute theory of IP addresses being personal data, applied by the German supervisory authorities, can still be maintained. On the contrary, the ECJ's decision supports the relative standpoint that IP addresses are only personal data for anybody who can access additional information necessary to identify the person concerned. Thus, the ECJ has opened up scope to consider online identifiers, such as cookie ID's, as anonymous data.

Please find the complete statement by ePrivacy [here](#).



The GDPR and anonymization

Many online marketing companies currently support their business models by processing anonymous data, using, for example, an online identifier. But are these still considered anonymous under the [General Data Protection Regulation \(GDPR\)](#) which applies from May 2018? This question is existential for such companies. To date, the construction of the GDPR has been ambiguous with regard to anonymization: The Regulation leaves scope for the online industry and the assessment of when data are anonymous can only be made following detailed analysis. If data or online identifiers would be anonymous, the GDPR does not apply. ePrivacy will be happy to help you here in the analysis and evaluation.



Open GDPR seminar on 2 December in Hamburg

Are you ready for the [GDPR](#)? If you would like to know more about the changes which the GDPR will mean for your company, come along to Hamburg: On 2 December from about 11:00-16:00 in Hamburg, we are offering an open seminar on the subject of the GDPR. Register now if you are interested in [taking part!](#)

Website Check

The [rights and duties of a website operator](#) will be determined by a complex network of laws and requirements. Not so easy to maintain an overview? ePrivacy will advise you in designing your website or web app in such a way that it conforms with data protection law and clarifies the following questions for you, among other things:

<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

- ✓ Is your website's [privacy policy](#) complete?
- ✓ Are all used plug-ins, cookies or mobile identifiers listed?
- ✓ Is the login area adequately encrypted?
- ✓ Can a potential attacker tap data from the web app or even take control (hijacking)?
- ✓ Is the communication between the mobile product and the web app sufficiently protected?

You can also [contact us](#) if you would like us to check the data protection on your website or web app.

EDAA-OBA program for mobile

Prospectively in 2017, mobile usage-based online advertising (OBA) will be included in the [EDAA program](#)

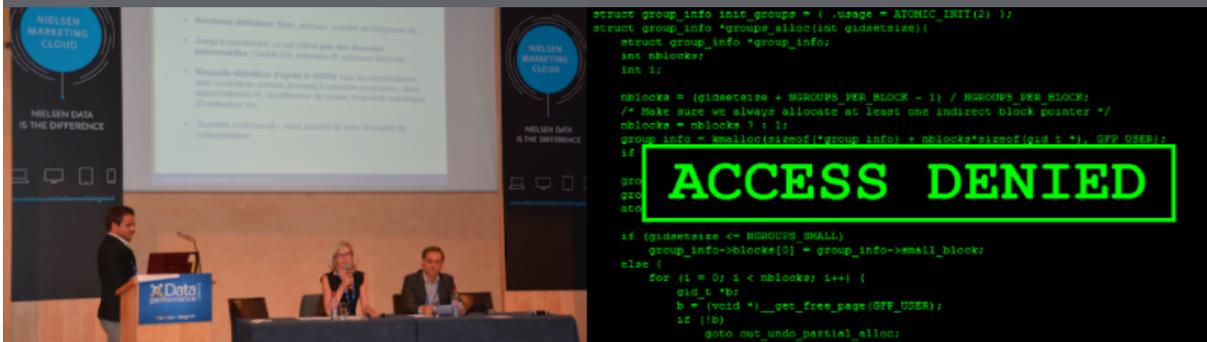


compulsorily. A requirement for this is the launch of the YOC app for the mobile opt-out, planned for January 2017. We keep you up to date as soon as there is a specific start date and further information.

Live hacking and talks – ePrivacy at events

In **September**, ePrivacy was active at the [Dmexco](#), the [ATS London](#) and the [Data Performance Summit](#) in Paris. Within the framework of the presentation "Les évolutions du cadre juridique : enjeux et opportunités" we discussed the effects of the GDPR on the online marketing industry with French companies.

At the [third Hamburg eHealth-Lounge](#) at the Hamburg Chamber of Commerce in **October**, ePrivacy revealed security loopholes in health apps live: As already detected in our [study](#), there are many medical apps which can be manipulated. The public reacted with numerous questions which lead to a lively discussion about the challenges of data security for digital innovations in the health industry.



Meet us at one of the following events:

10.11. [Health-i Award](#) in Berlin



23.11. [Data Driven Marketing Conference](#) in Munich, presentation "Compliance Check: The most important points for implementing the new EU data protection law"



30.11. [IAB Forum](#) in Milan, presentation "The new GDPR – legislative changes & solutions for online marketing"



You can find all events on our [website](#).



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