

DATA PROTECTION : A CLOUD OVER BUSINESS LAWYERS

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- ▶ DP in perspective and in business
- ▶ The DP legal machine
- ▶ A few examples in case law
- ▶ The new instruments : GDPR and Swiss draft revision of DPL
- ▶ A road in the cloud towards 2084 ?



WhatsApp Video.mp4

WHERE FROM - WHERE TO ?

- ▶ IoT
- ▶ Big data
- ▶ Surveillance
- ▶ «Empreinte numérique» v./ «right of personality»

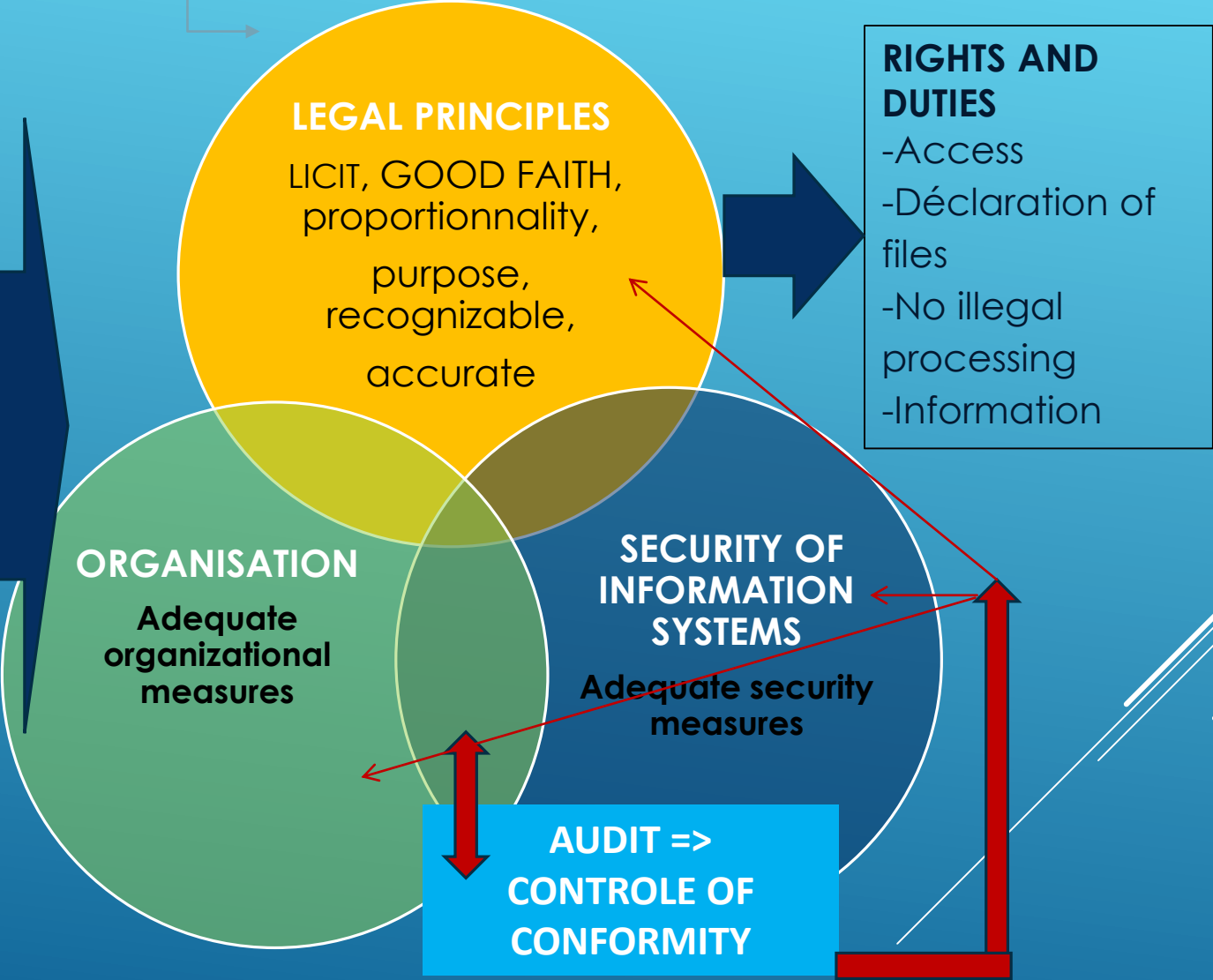


OUR WORLD

the place of the DP law

Data processing

- ▶ COLLECTION
- ▶ COMMUNICATION :
 - ▶ Transmission, diffusion, publication
 - ▶ Internal / external
 - ▶ National / international
- ▶ EXPLOITATION
- ▶ MODIFICATION
- ▶ CONSERVATION
- ▶ ARCHIVING
- ▶ DESTRUCTION



- ▶ Google street view : the jurisdiction issue
- ▶ Right to be forgotten : now in GDPR
- ▶ Access to bank records : surprising art. 8 LPD
- ▶ Money house : the profiling means sensitive information
- ▶ Transfer of employees names to US DOJ :
- ▶ Waiting for a US Supreme Court Microsoft decision
- ▶ Cambridge Analytica and Facebook ?...

SOME CASES

- ▶ GDPR : territorial scope and Swiss adequacy
- ▶ MORE :
 - ▶ Transparency
 - ▶ Control by data subject
 - ▶ Duties of data processor and controller
 - ▶ Power of DP Commissioners
 - ▶ Sanctions
- ▶ Accountability
 - ▶ Liability and proof of compliance

NEW INSTRUMENTS