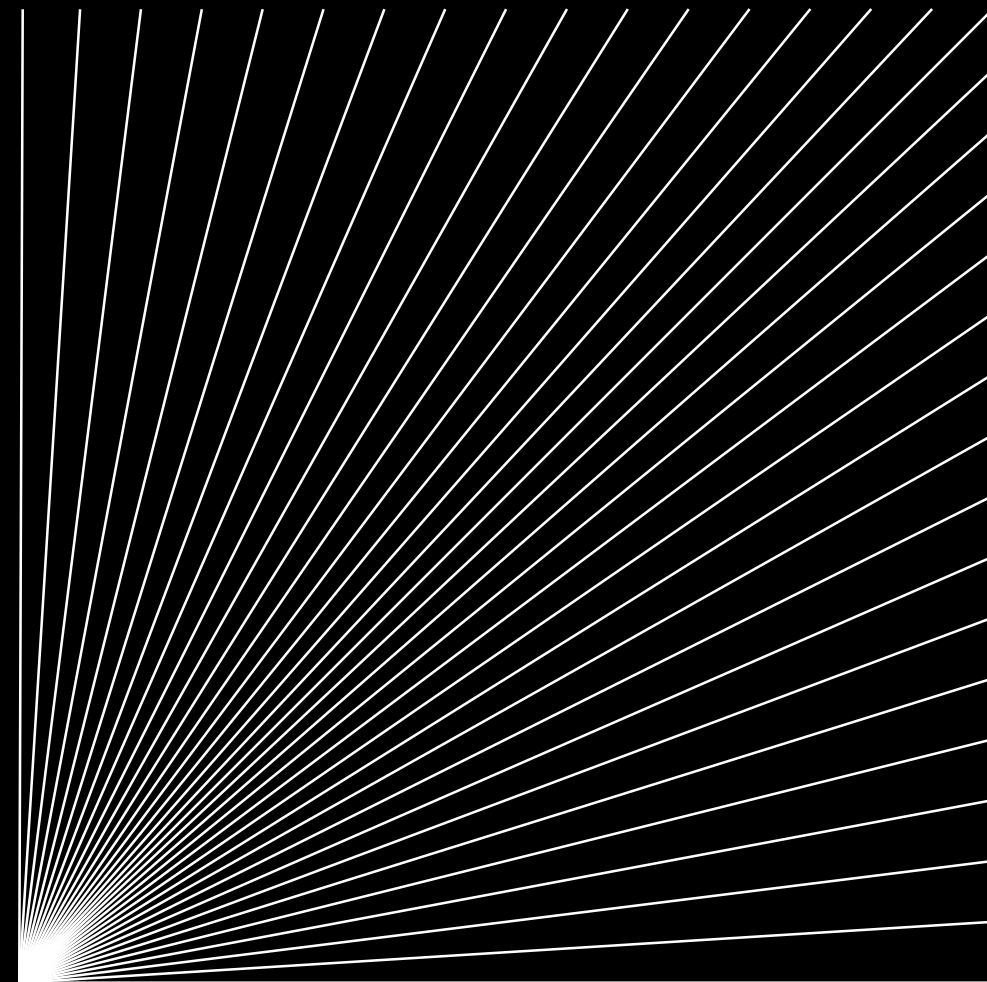


DIFC Data Protection Talks

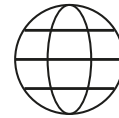
Talk #18: Regulation 9

Date: 13 February 2024

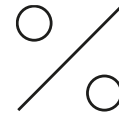
The future is here.



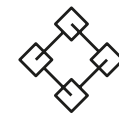
Discussion



What is Regulation 9 and why should I know about it for my company?



What other regulations might apply and how should I manage them all?



What are your burning questions?

What is Regulation 9 and why should I know about it for my company?

Data Protection Regulations Update – September 1, 2023

Regulations 6.2, 8, 9 and 10 were added, with supporting guidance

Reg 6.2: Unfair and deceptive practices

Reg 8: Elaborates on Personal Data Breach Reporting and related requirements

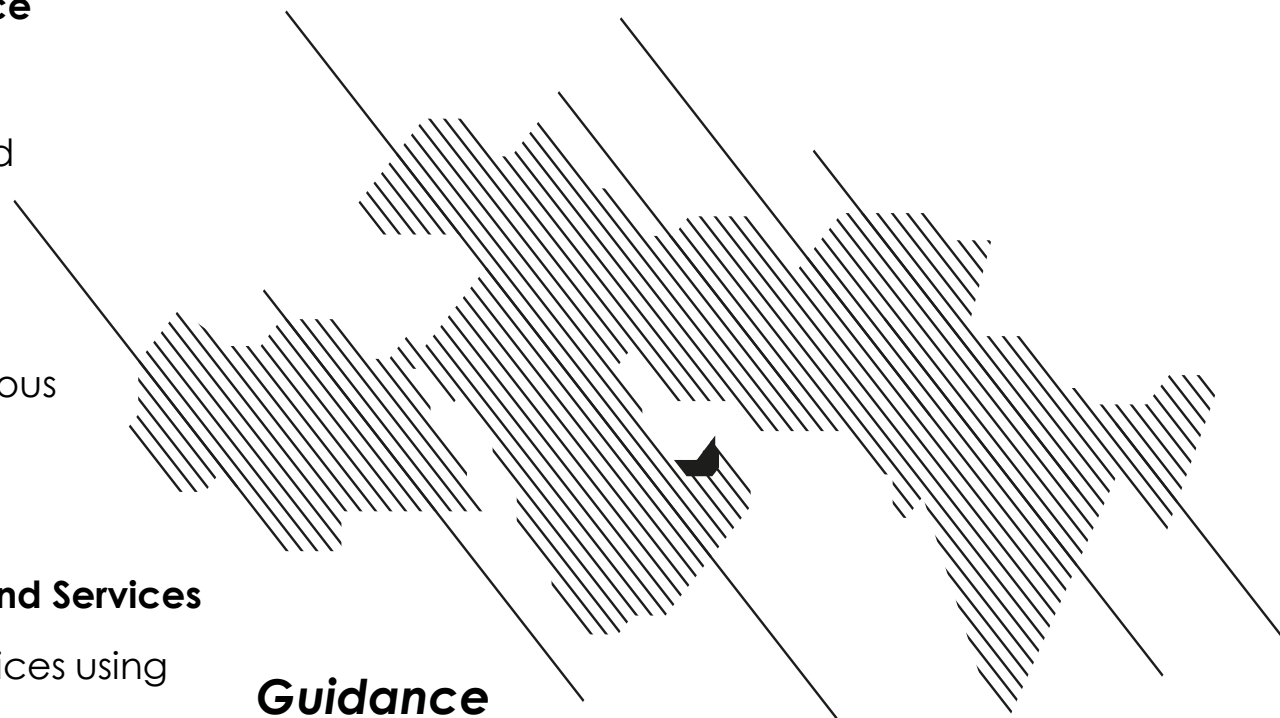
Reg 9: Provides concrete requirements for direct marketing and electronic communications measures and controls

Reg 10: Covers use and processing of Personal Data in autonomous and semi-autonomous systems

Regulation 9

Collection and Use of Personal Data in Digital Communications and Services

- SMS, MMS, in-app messages, cookies, pixel tracking, digital services using artificial intelligence or other similar technology (chat bots)
- Default settings and notices:
 - ✓ Article 29(1)(h)(viii), Article 31, Article 14(4)
- Consent, Individual Rights, Legitimate Basis
 - ✓ Article 12, Article 10(a) or 11(a), Article 32

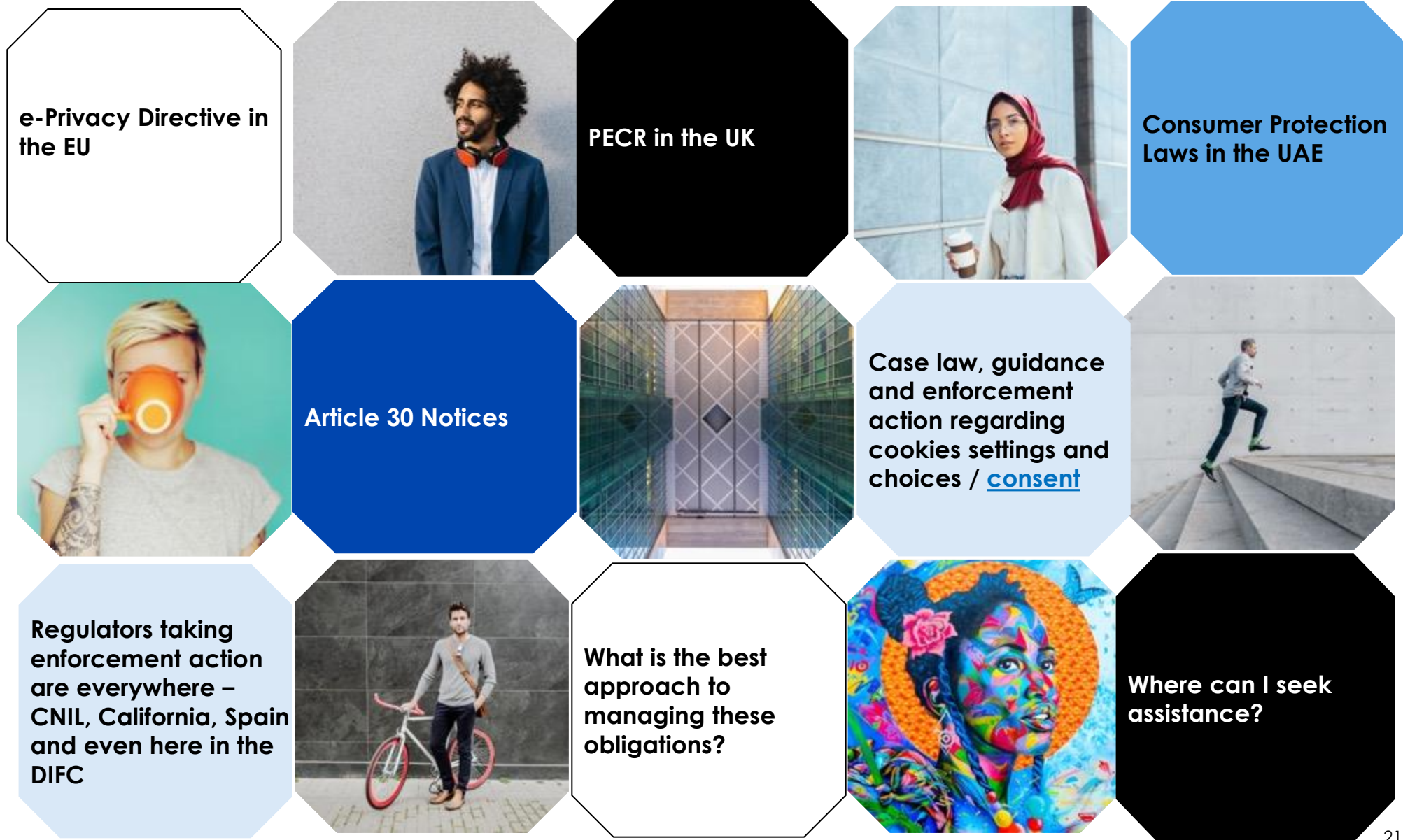


Guidance

Stable Arrangements / Inextricable Links – in progress

Direct Marketing & Electronic Communications
Guidance at this [link](#) on the [Guidance site](#)

What other regulations might apply and how should I manage them all?



Tru
ture
is here.

Contact

For further information
please contact:

DIFC DP Commissioner's Office
commissioner@dp.difc.ae

+971 4 362 2222

Gate Building
Level 14
DIFC, Dubai, UAE
PO Box 74777