



CONSUMER PROTECTION

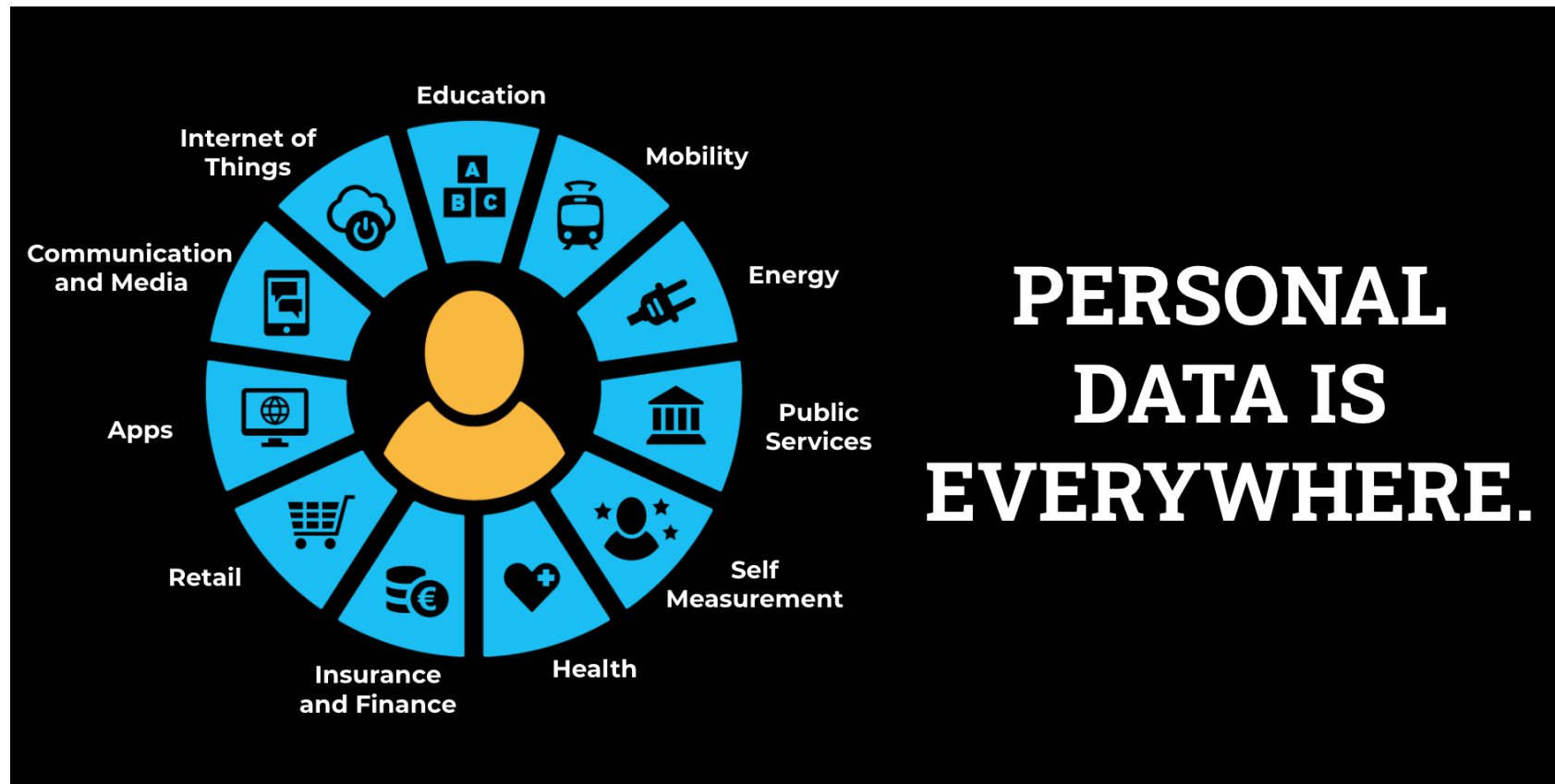
Personal Data and Privacy

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AGENDA

- Digital transformation and the importance of personal data
- Output report from ITU-D Q6/1 on “Consumer information, protection and rights”
- Brazilian approach for personal data protection

GROWING IMPORTANCE OF DATA PROTECTION



<https://mydata.org/>

THE ROLE OF DATA PROTECTION LAWS

Data as an economic asset

- Innovation, economic and technological development
- Free initiative and new business models

Informational self-determination



Data as a projection of the human personality

- Fundamental rights
- Free development of the personality
- Human dignity

ITU Q.6/1 OUTPUT REPORT (1/2)

- Nature of consumer protection in the area of converged services
- Traditional telecommunication market *versus* new far more complex digital world
- National regulatory authorities (NRAs) close collaboration with other authorities
- Institutional and international cooperation between NRAs around the world
- Transparency for the consumer as a central question
- Personal data protection, privacy, right to information, ethical billing, fair contract clauses, number portability, universal access, confidentiality, speedy complaint resolution, quality of service, radiation protection, child online protection, fair advertisements and safe use of the Internet as key elements

[https://www.itu.int/en/myitu/Publications/2021/07/22/12/33/Consumer-informationa new complex digital world](https://www.itu.int/en/myitu/Publications/2021/07/22/12/33/Consumer-informationa%20new%20complex%20digital%20world)

ITU Q.6/1 OUTPUT REPORT (2/2)

- Protection of consumers from online fraud and the misuse of personal data as integral part of regulatory policy
- Consumer education on rights and obligations at the center of policy-making
- Cross-border cooperation among regulators
- Regulators and the need for caution so as to avoid hindering innovation and growth of digital services
- Importance of robust data-protection frameworks
- New approaches on regulatory governance: cross-sectoral collaboration, co-regulation and self-regulation by private companies.

[https://www.itu.int/en/myitu/Publications/2021/07/22/12/33/Consumer-informationa new complex digital world](https://www.itu.int/en/myitu/Publications/2021/07/22/12/33/Consumer-informationa%20new%20complex%20digital%20world)

BRAZILIAN DATA PROTECTION LAW (LGPD)

There's no such thing as insignificant data

Open concept of personal data: identified or identifiable individuals

Not applicable to public safety, national defense state security or prosecution of criminal offenses

Variety of legal bases for data processing

Data protection principles

BRAZILIAN APPROACH FOR DATA PROTECTION

- Accountability and private codes of conducts
- Risk-based approach
- Privacy and security by design and by default
- Responsive regulation
- Consumer education and awareness

Thanks!

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