

## Client Alert: US Privacy Shield Enforcement Begins

**Date :** September 11, 2017

The Federal Trade Commission (FTC) in the US announced on Friday the results of its first Privacy Shield enforcement. Three companies agreed to settle with the FTC charges that they misled consumers about their participation in the EU-US Privacy Shield Scheme.

The charges were brought against HR software company Decusoft, printing services company Tru Communication and Md7 which manages real estate leases. Decusoft were also charged with falsely claiming participation in the Swiss-EU Privacy Shield.

For Privacy Shield the timing might be opportune since the scheme is currently under review by the European Parliament, EU data protection regulators and the European Commission. Privacy Shield also currently faces some court challenges. There is more about the current position with EU-US Privacy Shield in our Privacy Shield FAQs here: <http://www.corderycompliance.com/privacy-shield-faqs/>. There is more about the Swiss-US Privacy Shield here: <http://www.corderycompliance.com/client-alert-new-privacy-shield-scheme-in-switzerland/>.

It was a busy day for the FTC on Friday since they also gave initial advice in connection with the Equifax data breach. Both the FTC and the UK Data Protection Regulator, the ICO, have confirmed that they are investigating Equifax. The investigation on both sides of the Atlantic is likely to be substantial and last Friday's developments emphasize that both data transfer and data security are board level responsibilities.

You can find out more about Cordery's security breach practice here: <http://www.corderycompliance.com/dealing-with-a-breach/>.

You can find out more about data transfer under GDPR with Cordery's GDPR Navigator subscription service here [www.bit.ly/gdprnav](http://www.bit.ly/gdprnav)

For more information please contact Jonathan Armstrong or André Bywater who are lawyers with Cordery in London where their focus is on compliance issues.

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