

French Watchdog Slaps Google With \$57 Million Fine Under New EU Law | Arab News

By AP

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France's data privacy watchdog fined Google 50 million euros (\$57 million) on Monday, the first penalty for a US tech giant under new European data privacy rules that took effect last year.

The National Data Protection Commission said it fined the US Internet giant for "lack of transparency, inadequate information and lack of valid consent" regarding ad personalization for users.

It's one of the biggest regulatory enforcement actions since the European Union's General Data Protection Regulation, or GDPR, came into force in May. The rules are aimed at clarifying individual rights to personal data collected by companies, which are required to use plain language to explain what they're doing with it.

Even though many tech multinationals like Google are headquartered in the US, they still have to comply with the new rules because they have millions of users in Europe.

[...]

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