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Fine for GDPR violation

In July 2022, the National Supervisory Authority completed an investigation at the operator Sephora Cosmetics Romania SA and found a violation of the provisions of art. 21 of the General Data Protection Regulation.

The operator of Sephora Cosmetics Romania SA was fined 9,883.60 lei (the equivalent of 2000 EURO).

The investigation was started as a result of receiving a complaint from a petitioner claiming that she had received commercial SMS messages on her phone number from Sephora Cosmetics Romania SA. At the same time, she claimed that following her repeated requests, submitted at the end of 2020, that her data would no longer be used for marketing purposes, Sephora informed her at the beginning of 2021 that her data would no longer be processed for marketing purposes. marketing.

However, later, during 2021, the petitioner received unsolicited commercial SMS messages from Sephora Cosmetics Romania SA.

During the investigation carried out, it was found that Sephora Cosmetics Romania SA sent the petitioner, on her phone number, on several occasions, during 2021, commercial messages for marketing purposes, although she, through the requests sent to the operator in 2020, had exercised the right of opposition regarding the use of his own telephone number for marketing purposes.

As such, Sephora Cosmetics Romania SA was sanctioned for violating the provisions of art. 21 of the General Data Protection Regulation, which guarantees the data subject the right to object at any time, for reasons related to the particular situation in which he is, to the processing of personal data concerning him.

Legal and Communication Department

A.N.S.P.D.C.P.