**New Law: New data protection and privacy law in the European Union (EU):**

The European Union (EU) has enacted a new data protection and privacy law, known as the General Data Protection Regulation (GDPR), which will come into effect on May 25, 2018. The new law aims to strengthen and harmonize the data protection and privacy rights and rules in the EU, and to promote the trust, confidence, and security of individuals and businesses in the digital economy.

Some of the key provisions of the new data protection and privacy law in the EU are:

\* An expansion in the scope and coverage of the data protection and privacy rights and rules, to include all personal data, such as name, address, email, or IP address, and all data processing activities, such as collection, storage, or use, by all businesses and organizations in the EU, and by all businesses and organizations outside of the EU, that offer goods or services to, or monitor the behavior of, individuals in the EU.

\* An enhancement of the data protection and privacy rights and rules, such as the right to access, rectify, erase, restrict, or object to the processing of personal data, and the right to data portability, which will allow individuals to transfer their personal data, from one business or organization to another, in a safe, secure, and efficient manner.

\* An introduction of new data protection and privacy obligations and responsibilities, for businesses and organizations, such as the obligation to appoint a data protection officer (DPO), for all businesses and organizations that process large amounts of personal data, or that process sensitive or special categories of personal data, and the obligation to implement appropriate technical and organizational measures (TOMs), to ensure the security, confidentiality, and integrity of personal data.

\* An increase in the penalties and fines, for businesses and organizations that violate or fail to comply with the data protection and privacy rights and rules, with a maximum penalty of €20 million, or 4% of the global annual revenue, whichever is higher, for the most serious and severe violations and failures.

The new data protection and privacy law in the EU will have a significant and far-reaching impact on the way of working of businesses and organizations in the EU, and around the world, and will require them to adapt and adjust their data management, security, compliance, and other practices and policies, to ensure their compliance and competitiveness.