Topic 1 Discussion 2

Describe five of the latest GDPR non-compliance fines. For each one, include what happened, how much it cost the business, and how it could have been prevented.

Hello Class,

Uber Technologies, Inc.  
In September 2024, Uber was fined €290 million (approximately $324 million) by the Dutch Data Protection Authority for failing to adequately protect user data. The fine stemmed from a data breach that exposed the personal information of millions of users. The breach occurred due to insufficient security measures and a lack of timely notification to affected users(Besso, 2024). To prevent such incidents, Uber could have implemented stronger data encryption, conducted regular security audits, and established a more robust incident response plan to ensure timely communication with users.

British Airways  
British Airways faced a fine of €22 million (Nearly 29 million USD) in 2023 after a data breach in 2018 compromised the personal and financial details of approximately 400,000 customers. The Information Commissioner's Office (ICO) found that the airline had inadequate security measures in place, which allowed hackers to access sensitive data(Tidy, 2020). To avoid this fine, British Airways could have enhanced its cybersecurity protocols, including multi-factor authentication and regular employee training on data protection practices.

Marriott International  
In 2023, Marriott was fined €20 million (approximately 26 million USD) for a data breach that affected around 339 million guests. The breach was attributed to a failure to secure personal data adequately, which was exploited by cybercriminals. The ICO highlighted that Marriott did not take sufficient steps to protect its systems after acquiring Starwood Hotels, which had previously suffered a breach(European Data Protection Board, 2023). Preventative measures could have included conducting thorough due diligence on data security during acquisitions and implementing comprehensive data protection strategies across all properties.

H&M Hennes & Mauritz  
H&M was fined €35 million (Approximately 46 million USD) in 2023 for unlawfully processing employee data. The company was found to have collected excessive personal information about employees, including details about their personal lives, which was not necessary for employment purposes(Simmons, 2023). This violation of GDPR principles of data minimization could have been avoided by establishing clear policies on data collection and ensuring that only essential information was gathered for employment-related purposes.

Google LLC  
In early 2025, Google was fined €50 million (approximately 66 million USD) for failing to provide transparent information about its data processing practices. The French data protection authority, CNIL, determined that Google did not adequately inform users about how their data was being used for personalized advertising(Auvieux et al, 2025). To prevent this fine, Google could have improved its privacy notices, ensuring they were clear, concise, and easily accessible, allowing users to make informed choices about their data.

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