

# DATA PRIVACY PREDICTIONS FOR 2021

Global  
Legal Briefings

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To celebrate International Data Privacy Day we explore what 2021 is likely to have in store for data and privacy. Almost three years after the EU General Data Protection Regulation (**GDPR**) came into force, and now 28 days since the UK GDPR replaced it in the UK following Brexit, data and privacy issues remain firmly in the spotlight for many organisations. And there are no signs that the rate of regulatory development is going to slow any time soon.

In this piece, we set out our predictions for data protection and privacy developments in the year to come.

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## INTERNATIONAL DATA PRIVACY DAY: OUR PREDICTIONS FOR 2021



Adequacy decision  
for the UK



Continued fallout  
from Schrems II



Data localisation on  
the rise?



Transfers to the US -  
Safe Harbor 3.0



New European  
Commission Standard  
Contractual Clauses



Article 28 Clauses -  
the new norm?



Data continues to be  
a global issue



The UK path



Data ethics



Privacy in the wake  
of Covid-19



Data class actions



Lessons learnt being  
put into practice



The role of the ICO,  
lead supervisory  
authority no more



ePrivacy



Resumed spotlight  
on adtech

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## KEY CONTACTS

If you have any questions, or would like to know how this might affect your business, phone, or email these key contacts.



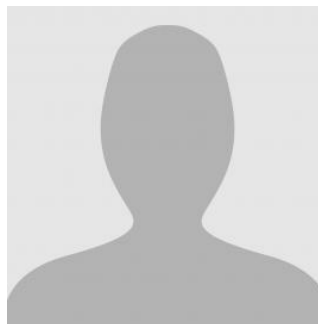
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