



## PRESS RELEASE

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### Is Data Privacy Still a Thing in 2024?

#### 2024 is a Critical Year for Global Privacy as Canada Remains a Key Player in Data Protection as it Navigates Ongoing Privacy Reform

Toronto, Canada, January 23, 2024 – To observe Data Privacy Day, Managed Privacy Canada is pleased to announce its commitment to raising awareness and fostering a more secure digital landscape. But is #DPD2024 or, as it has more recently been rebranded #DPW2024, is data privacy still relevant today?

Given the abundance of hashtags touting its importance, privacy is indeed alive and well: #DPD2024 #DataPrivacyDay2024 #DSCI #TakeControlOfYourData #DataPrivacyPrinciples #BePrivacyConscious

“Relevant or not, it is more important than ever to report cybercrimes and privacy problems” says Claudiu Popa, certified privacy professional and owner of Managed Privacy Canada. “Through our partnership with Canada’s Cybersafety Foundation, KnowledgeFlow, it’s easier than ever to find an authoritative agency and file a report. I have even created a privacy-enhancing short link for everyone to use: <https://Popa.ca/report>” says Popa.

This year, Managed Privacy Canada (MPC) is making public an unprecedented list of the top privacy trends for the year 2024:

#### Top 7 Privacy Trends of 2024

1. Ubiquitous surveillance and data collection by tech platforms, retailers, the police and other state agencies pose vastly increasing privacy concerns.
2. Generative AI used in corporate and individual settings introduces new challenges for protecting personal information.
3. Educational technology particularly in public education raises privacy questions as schools adopt digital tools without data retention limits and online platforms with unknown 3rd and 4th party data sharing organizations.
4. Standardized Vendor Privacy Assessments: The threat posed by cloud technologies, the Internet of Things (IoT) and generative AI in schools necessitates careful consideration of its impact on student privacy, while placing the focus on standardized vendor risk assessments and making the supply chain more complex.
5. Protection of biometric data grows to be a priority as technologies like facial recognition and fingerprint scanning become top targets for organized criminals and extortion groups seeking big data.
6. Medical privacy concerns skyrocket with the increased use of connected health monitoring devices, smart watches, fitness trackers, and digital health apps that contain increasing amounts of PHI (Personal Health Information)
7. Ongoing developments in cybersecurity threats, including ransomware attacks and data breaches, stress the need for advanced cybersecurity measures and standards for regulatory agencies to enforce, particularly in Fintech and InvestTech.

As we commemorate Data Privacy Day, Managed Privacy Canada encourages individuals, businesses, and communities to help build a more secure and resilient digital world, where privacy is not just a right but a collective responsibility.

### MEMBERS OF THE MEDIA ARE INVITED TO CONTACT:

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### ABOUT THE COMPANY:

Datarisk Canada and Managed Privacy Canada specialize in managed security and privacy solutions for the small and mid-size market, with products and solutions designed to meet the growing needs of approved professional associations.