

Compliance & Risk

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UK government agrees to retain EU safety mark indefinitely

Conceding to pressure from industry and manufacturers, on 1 August 2023 the UK Department for Business and Trade announced that the EU's product safety mark will be retained indefinitely.

The CE (Conformité Européenne) mark is used across Europe to certify that a wide range of items, from toys and medical instruments, to electrical goods and construction materials, meet required safety standards.

The retention of the CE mark is one of a number of postponements or U-turns regarding post-

Brexit regulations.

After several missed deadlines, the EU safety mark was due to be replaced by a new UKCA (UK Conformity Assessed) mark for goods sold in Great Britain from the end of 2024, but businesses had lobbied the government for an extension of the EU mark, citing duplication of work and the addition of significant costs in adapting to the new UKCA requirements.

The UK mark would not have been recognised in the EU, so would have been used only for goods to be sold in Great Britain.

The Department for Business and Trade said it had made the decision after discussions with industry, and described it as a "key ask from businesses" that would "ease burdens and boost growth for the UK economy".

Stephen Phipson, chief executive of Make UK, the manufacturers' trade group that had lobbied the government to retain the CE mark called the indefinite delay "a pragmatic and common sense decision that manufacturers will very much welcome and support".

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Norway regulator to fine Meta over privacy breaches unless action taken

In a move that could have wider ramifications across the European Union, the Norwegian data protection regulator, Datatilsynet, announced on 17 July 2023 that it intends to fine Meta Platforms one million Norwegian crowns (€88,000) per day over privacy breaches unless it takes remedial action.

As a result of the decision, Meta companies Facebook and Instagram have been hit with a temporary

ban on so-called behavioural advertising, meaning the social media companies may not harvest user data in Norway, such as users' physical locations, and use it to target advertising at them.

Meta can continue to run behavioural advertising if it obtains users' express consent, and it is free to run other forms of targeted advertising, such as contextual targeting that

does not rely on tracking and profiling users.

Referring to the behavioural advertising, Tobias Judin, head of Datatilsynet's international section, said, "It is so clear that this is illegal that we need to intervene now and immediately. We cannot wait any longer".

The regulator has said it will charge the stated fine

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