

Bird & Bird

# Decoding the Meta Decision on EU-US Data Transfers and the use of SCCs

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1

Three main elements of  
the decision

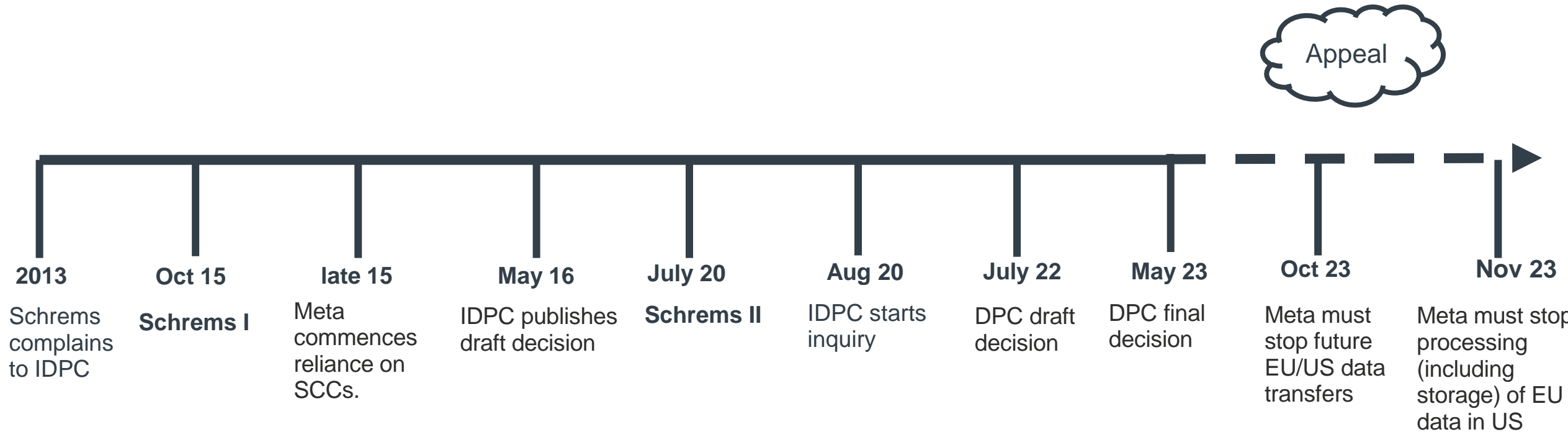


2

Quick recap on the  
timeline of this saga

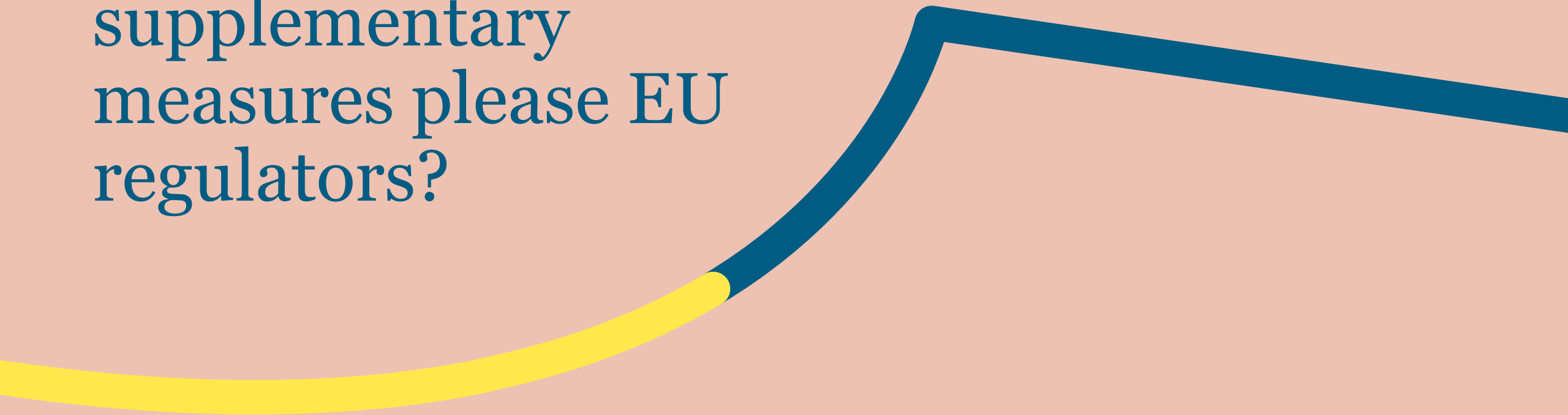


# Timeline – 10 years in the making



3


Can any  
supplementary  
measures please EU  
regulators?





4

Where does this leave us  
with the 'risk based'  
approach?





5

Will the EU-US  
Transatlantic agreement  
save the day?

6

Can the effects of the decision be suspended during the appeal?



7

Is this the largest fine since the entry into force of the GDPR?



# Top fines – a big-tech theme...

Country	Date	Amount of fine in €	Organisation	Theme
IE	May 2023	1.2 billion	Meta Ireland	US data transfers
LU	July 2021	746 million	Amazon Europe	<i>Unknown (yet)</i>
IE	Sept 2022	405 million	Meta Inc.	Legal basis and PBD
IE	Jan 2023	390 million	Meta Ireland	Transparency and LB
IE	Nov 2022	265 million	Meta Ireland	Security breach
IE	Sept 2021	225 million	WhatsApp Ireland	Transparency
FR	Dec 2021	90 million	Google LLC	Cookie consent
FR	Dec 2021	60 million	Facebook Ireland	Cookie consent
FR	Dec 2021	60 million	Google Ireland	Cookie consent

8

What's the impact of this decision in the UK?





# Questions?

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