

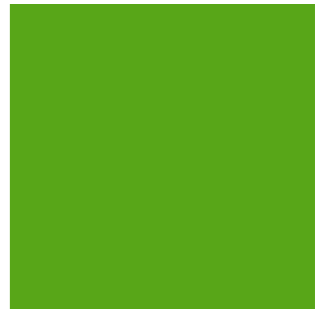
The EU Regulation of Wearables – A Changing Landscape

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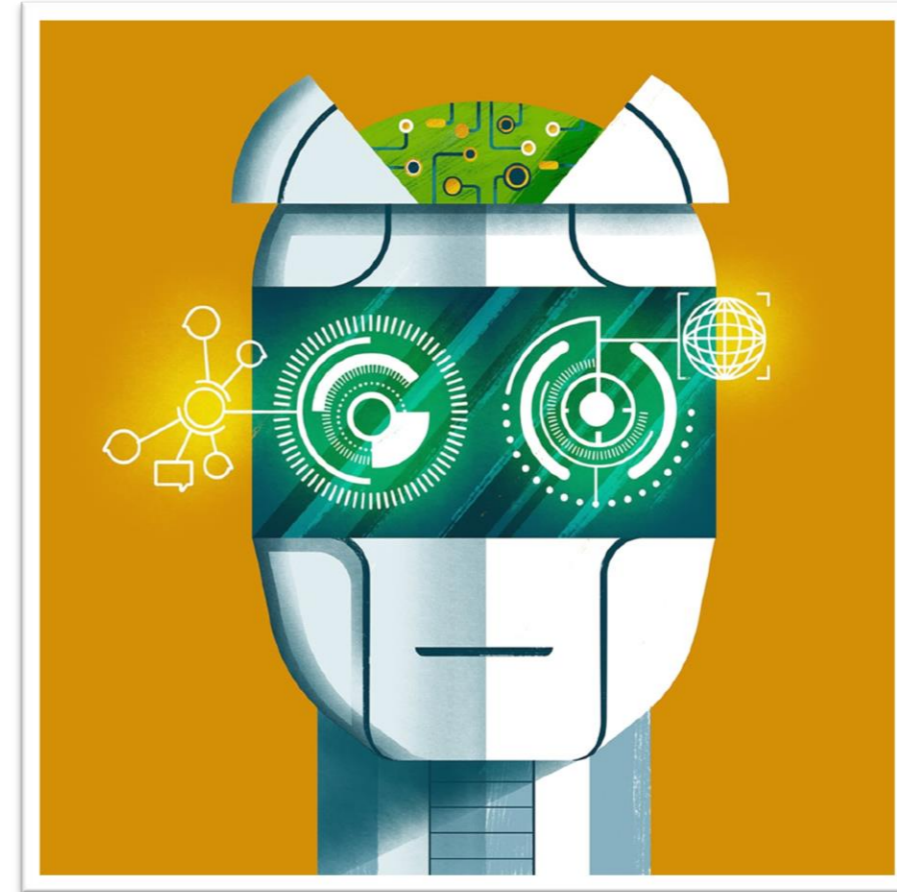
Michaela Herron, Partner, Product Regulatory and Liability

Brian Johnston, Partner, Privacy and Data Security

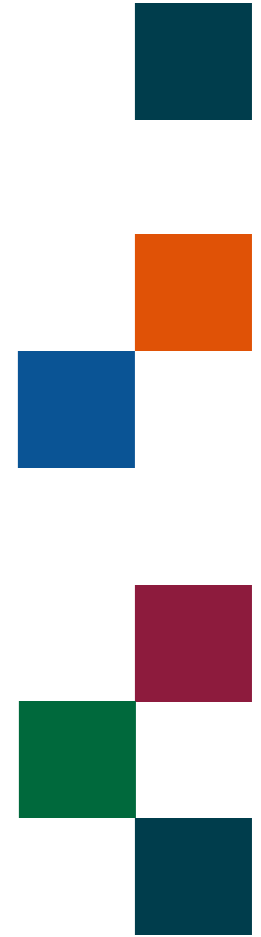
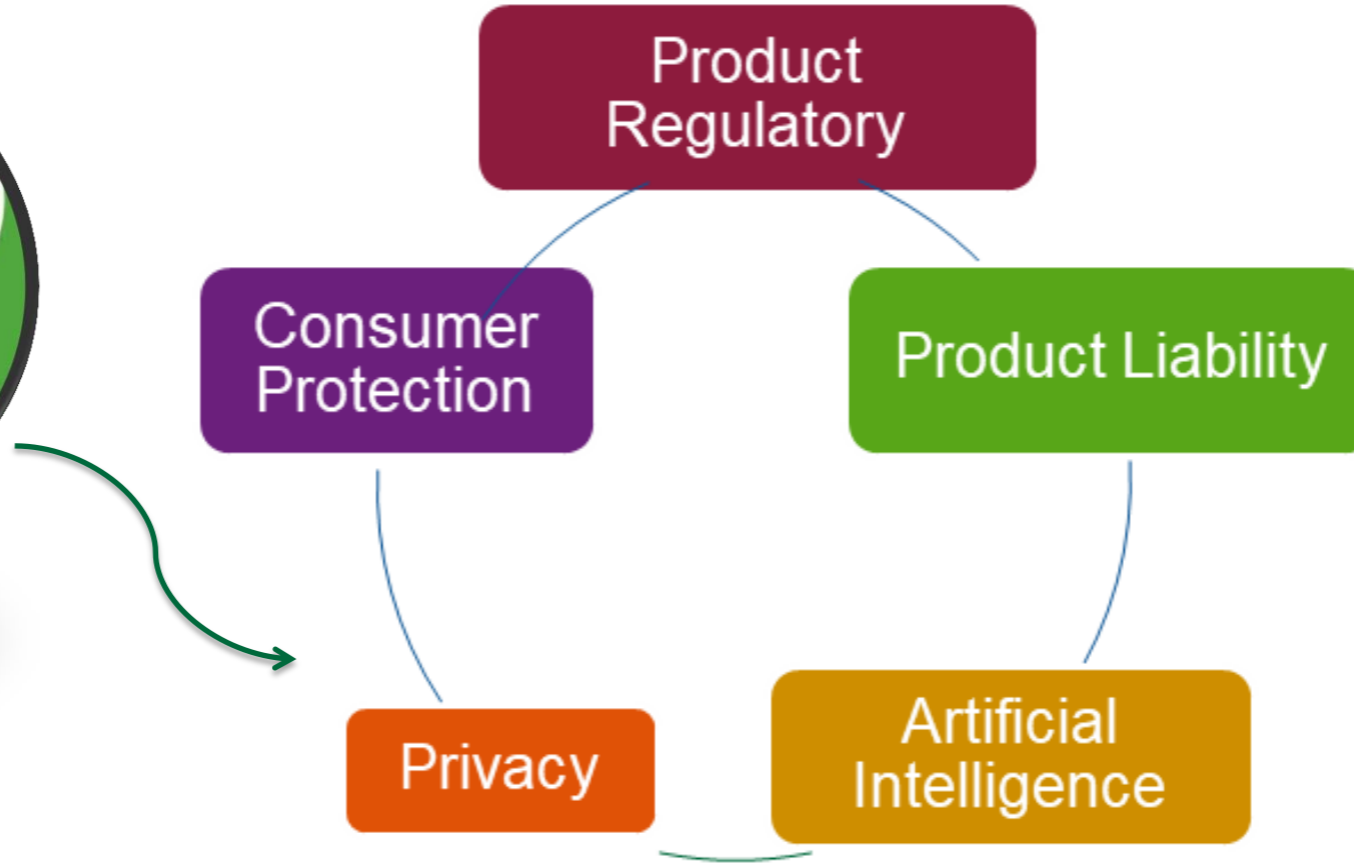


Introduction

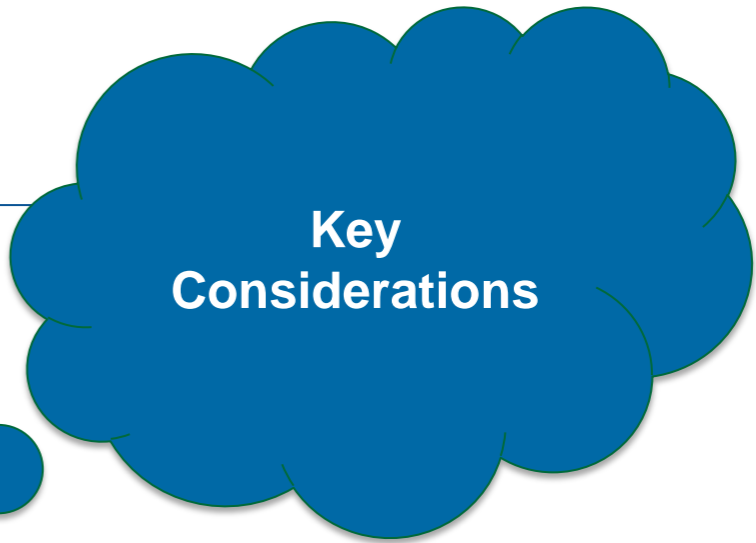
- Wearable tech is surpassing smartphones
- Fastest-tech innovation industry at present
- Global market expected to reach €52 billion by 2022
- Utilised across a number of sectors
- Important role in the fight against COVID-19
- Number of regulatory and legislative frameworks applicable



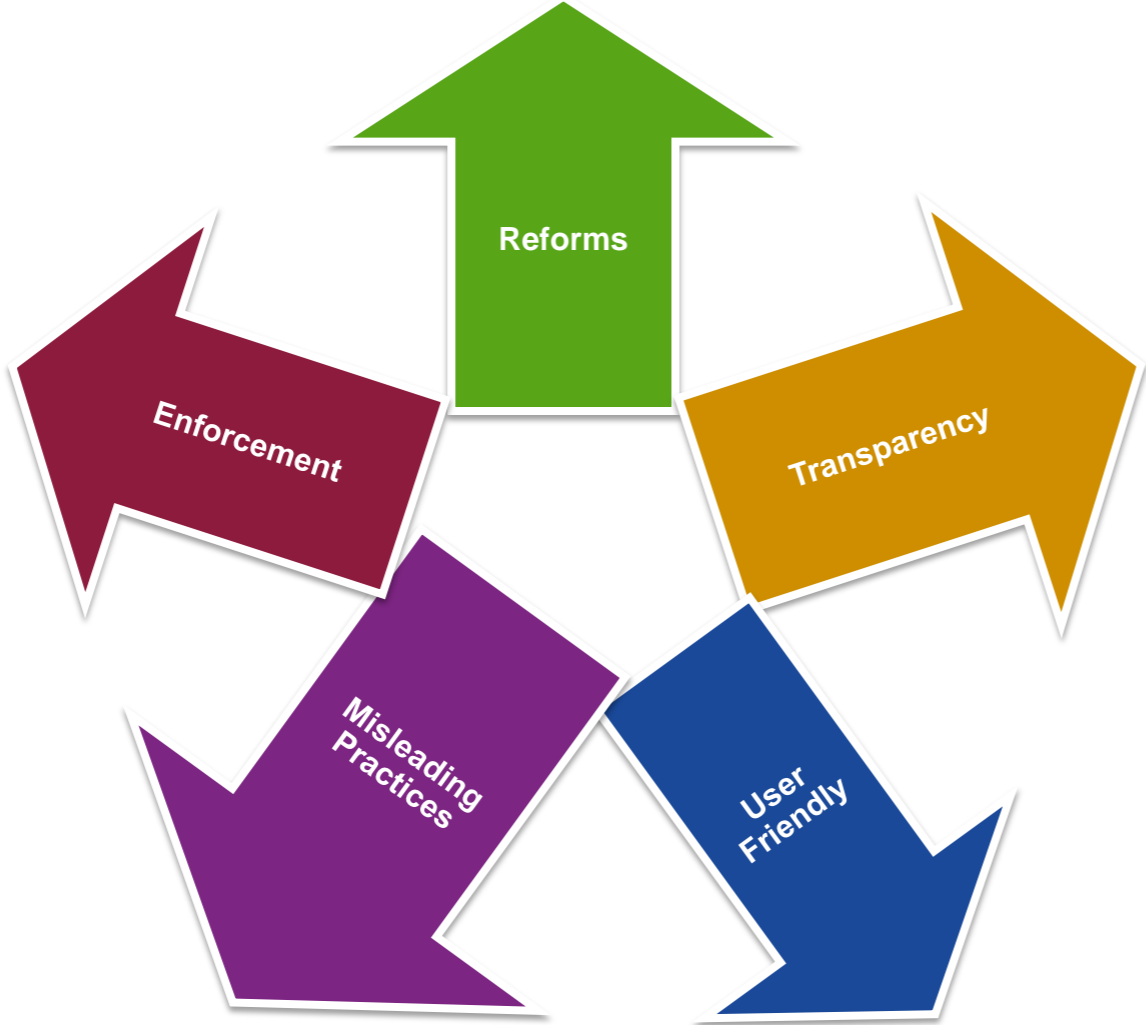
Overview



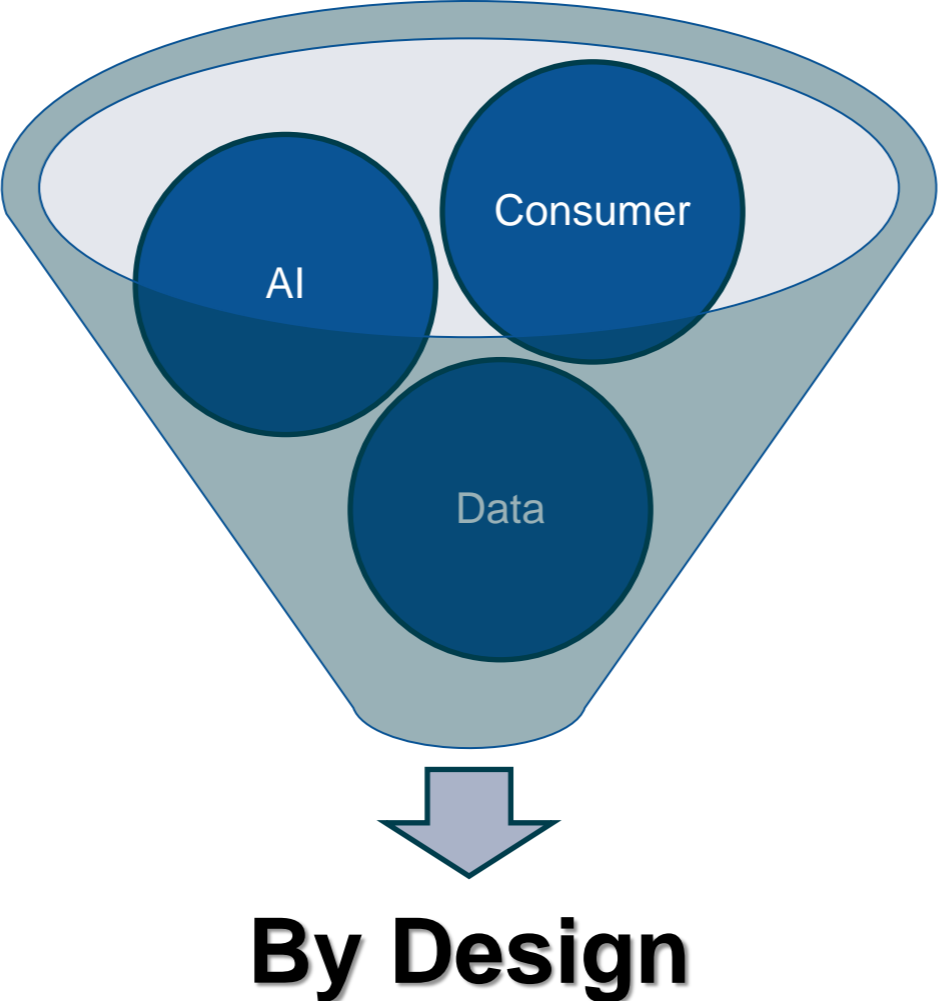
Product Development Considerations



Consumer Protection

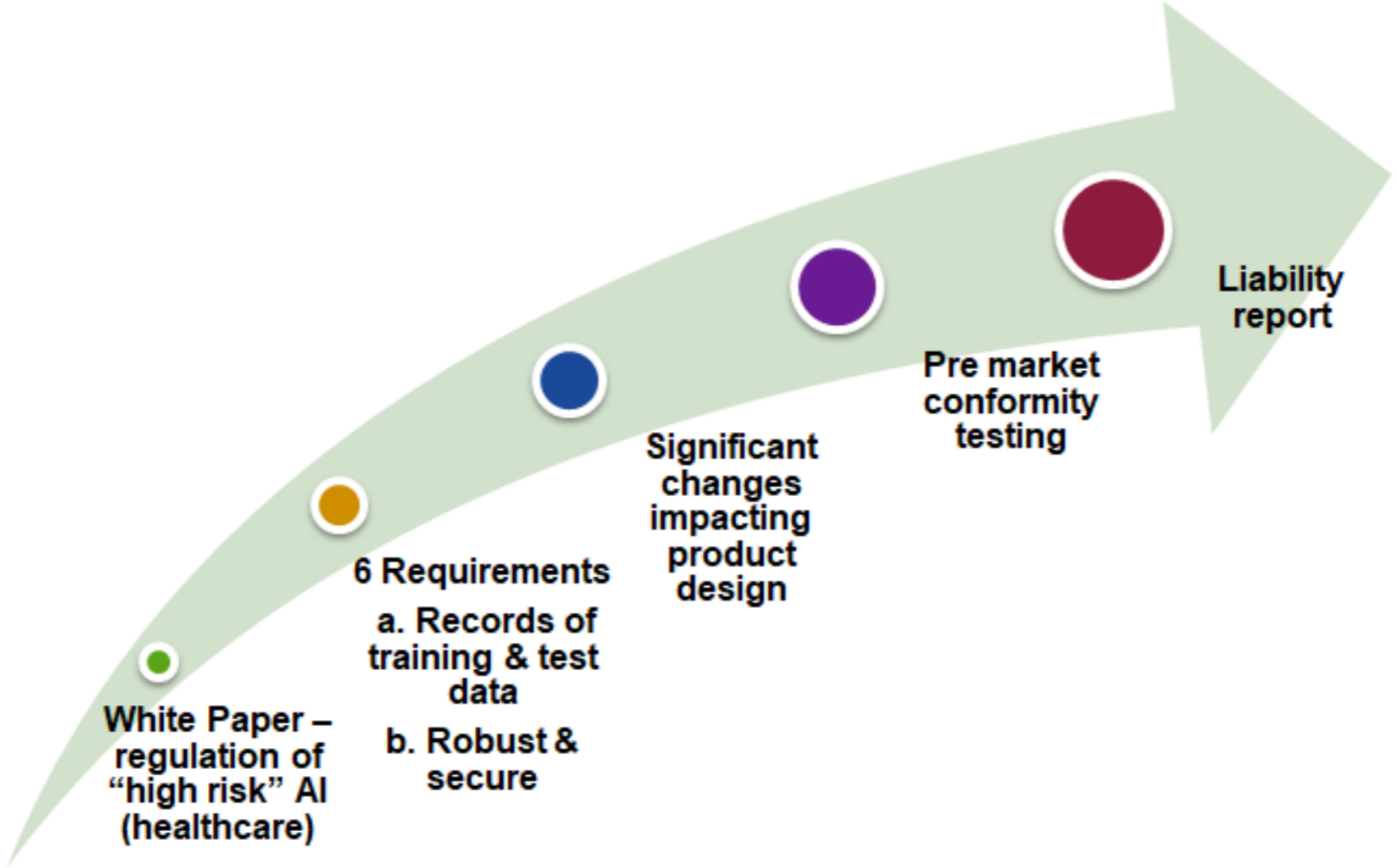


Development By Design



Artificial Intelligence

Proposals for the new dedicated EU AI laws:



Liability Issues

AI/ New Liability Issues

Product Liability and
Market Surveillance

Accuracy and
Unintended Uses



Data Protection & Privacy

GDPR

- Approaches to compliance are maturing e.g. DPIAs

Guidance

- Continuous flow from the EDPB e.g. consent, biometrics & COVID-19

What lies ahead?

- Enforcement (and fines) on the increase.
- ePrivacy Directive more relevant than ever?
- Will we ever see a Privacy Regulation?



Enforcement



Key Take-Aways

- Early product classification analysis is key
- By Design – bake in requirements from the start. You can't re-write history
- Data – GDPR & more
- Consumer Protection reforms
- AI proposed reforms.



Contact us



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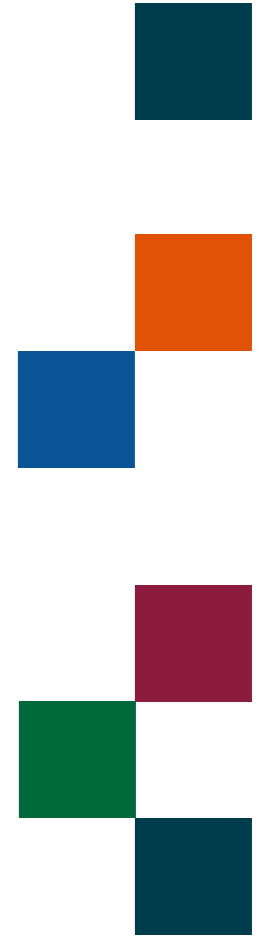
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