

ENFORCEMENT TRENDS

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SESSION DESCRIPTION

Our session will delve into the latest developments in the enforcement of data protection and privacy laws worldwide. International jurisdictions in the EU and elsewhere have demonstrated a continued focus on the processing of children’s personal data, use of social media by children, and an increasing willingness by regulators to crack down on AI providers alleged to have made deceptive claims regarding their data collection activities or relied on pretextual grounds for data collection. The U.S. saw a similar enforcement focus on children's personal data and deceptive claims regarding AI products, as well as a notable uptick in enforcement of new U.S. state comprehensive privacy laws.

KEY DISCUSSION QUESTIONS

- **Trends:** Which growing enforcement trends are a biggest concern for you?
- **Who’s Who:** Are there particular regulators that are easier or more challenging to work with than others in an enforcement action?
- **Operating under Uncertainty:** Are there any ongoing enforcement trends that are preventing you from pursuing specific product development or launches due to legal uncertainty?
- **What do you need/what are you missing?** What kinds of guidance and template resources are most operationally useful to you?
- **What can we do?** What FPF work products in enforcement are the most useful? Tracking / analysis? Newsletter coverage?

PRE-READ DOCUMENTS (optional)

- [Key Enforcement Issue: EU Commission’s Developing Approach to Age Verification](#)
- [FPF Retrospective: U.S. Privacy Enforcement in 2025](#)

