

TECHNOLOGY SECTOR UPDATE

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Workforce Redesign in the Age of Transparency

Workforce Redesign: Outlooks for Business Leaders

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Workforce Redesign in the Age of Transparency

Companies are adapting to evolving reporting requirements, increasing stakeholder pressure, and the need to be responsible businesses. The latest in our WorkforceRedesign:Outlooks for Business Leaders series highlights the importance of transparency and explores strategies for businesses to ensure their information disclosure is intentional and impactful.

For more information, please contact **Alyssa Auberger**, **William Dugan**, **Jonathan Isaacs**, **Krissy Katzenstein**, **Monica Kurnatowska**, **Sean Selleck**, and **Jonathan Tuck**.

California Data Extraction Bill Advances in the Senate



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California Data Extraction Bill Advances in the Senate

California Senate Bill 1327 proposes a 7.25% tax on data extraction transactions targeting large digital advertisers with over \$2.5 billion in annual revenue from California sources. The tax, aimed at companies monetizing user data from users (E.g., social media companies, large search engines, and online retailers), would be apportioned based on user location and could generate up to \$500 million annually to support local journalism. The bill has passed the Senate and is now under consideration by the Assembly. If enacted, California would be at the forefront of states imposing such a tax on digital advertisers.

For more information, please contact **Drew Hemmings** and **Jimmy Lucas**.

AI ACT

EU AI Act Published: Dates for Action

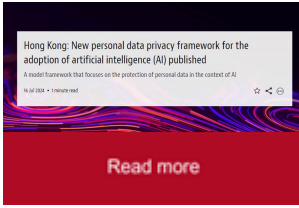


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EU AI Act Published: Dates for Action

The EU AI Act, published on 12 July 2024, marks a significant milestone in regulating AI activities across the lifecycle. Entering into force on 1 August 2024, the Act will be generally applicable from 2 August 2026. Companies developing or deploying AI technologies must now prepare for various implementation deadlines based on the risk categorization of AI systems. Baker McKenzie offers expert guidance to help navigate these new regulations and ensure compliance.

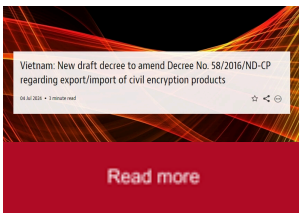
For more information, please contact **Ben Allgrove**, **Vinod Bange**, **Karen Battersby**, **Helen Davenport**, **Elisabeth Dehareng**, **Cristina Duch**, **Dr Lukas Feiler**, **Francesca Gaudino**, **Kathy Harford**, **Megan McGleenon**, **Sue Mclean**, **Jose María Méndez**, **Prof. Dr. Michael Schmidl**, **Eva-Maria Strobel** and **Florian Tannen**.



Hong Kong: New personal data privacy framework for the adoption of artificial intelligence (AI) published

On June 11, 2024, the Office of Privacy Commissioner for Personal Data (PCPD) in Hong Kong published the "Artificial Intelligence: Model Personal Data Protection Framework". This framework provides practical recommendations for organizations adopting third-party AI systems to comply with the Personal Data (Privacy) Ordinance (PDPO). It represents a significant milestone in regulating AI from a personal data privacy perspective and aims to support Hong Kong's development as an innovation and technology hub.

For more information, please contact **Isabella Liu**, **Dominic Edmondson** and **Jacqueline Wong**.



Vietnam: New draft decree to amend Decree No. 58/2016/ND-CP regarding export/import of civil encryption products

There is a new draft decree by Vietnam's National Agency of Cryptography and Information Security (NACIS) aimed at amending Decree No. 58/2016/ND-CP. The draft focuses on several aspects of cyber information security, particularly the export/import of civil encryption products. Key updates include changes to document requirements, the Conformity Certificate process, and administrative penalties. The draft is currently open for public comment.

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**Trench Rossi Watanabe and Baker McKenzie have executed a strategic cooperation agreement for consulting on foreign law*

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