

# 2025 Retrospective Privacy and Data Protection



## 1. **Introduction**

On January 28, we celebrate the **International Data Protection Day**. To mark this occasion, our Privacy and Data Protection team has prepared a retrospective of the main actions taken by the **Brazilian National Data Protection Agency (ANPD)** and other relevant developments in 2025, while also providing a closer look at the next steps for 2026.

## 2. **Retrospective**

Closing of the Consultation on Artificial Intelligence (AI) and Review of Automated Decisions

**Jan/2025**

Technical Note on the Processing of Biometric Data of Sports Fans, including Children and Adolescents, by Soccer Clubs (in the context of the General Sports Law)

**Feb/2025**

Technical Note on the Investigation into the Collection, Storage and Sharing of Personal Data carried out by Pharmacy Chains and Operators of Loyalty and Benefits Programs

**Jun/2025**

Consultation on Sensitive Personal Data – Biometric Data

Radar Tecnológico<sup>1</sup> on 'Neurotechnologies'

**Sep/2025**

Enactment of Law No. 15,211/2025 – the 'Digital Child and Adolescent Statute (ECA Digital)'

ANPD's transformation into a Regulatory Agency, henceforth referred to as the 'National Data Protection Agency (ANPD)'

**Oct/2025**

Radar Tecnológico on 'Age Assurance Mechanisms'

Consultation on the Regulation regarding the Sharing of Personal Data by the Public Sector

**Nov/2025**

Technical Note on the Sharing of Personal Data between WhatsApp and Meta Group companies

**Dec/2025**

Amendment to the ANPD Regulatory Agenda for the 2025-2026 biennium

Approval of the Priority Topics Map for the 2026-2027 biennium

<sup>1</sup> Series of publications on emerging technologies

### **3. ANPD's numbers over the years**

#### ➤ ***Security Incident Reports***

From 2021 to 2025, ANPD received **1,541 security incident reports**, among which:

<b>186</b>	<b>275</b>	<b>352</b>	<b>333</b>	<b>395</b>
in 2021	in 2022	in 2023	in 2024	in 2025

#### ➤ ***Ongoing Administrative Proceedings***

Currently, there are at least **51** publicly known **administrative proceedings ongoing**, addressing various matters within the scope of the LGPD, as set out below. These include, for example, the appointment of the data protection officer or communication channel, compliance in the processing of personal data (including children's and adolescents' data), data sharing for the provision of payroll-deductible loans, generative AI, and biometric data.

<b>1</b>	<b>43</b>	<b>4</b>	<b>3</b>
Monitoring Proceeding	Inspection Proceedings	Preparatory Proceedings	Sanctioning Proceedings

For more information, please refer to the following links (in Portuguese):

[Centrais de Conteúdo — Agência Nacional de Proteção de Dados](#)  
[Atividades Fiscalizatórias — Agência Nacional de Proteção de Dados](#)

## **4. Highlights and outlook for 2026**

Brazil's privacy and data protection landscape is poised for significant progress in 2026 – a year expected to be marked by **stronger regulatory maturity**, the inclusion of **new priority topics**, and, above all, **stricter enforcement by the ANPD**.

Among the key highlights is the protection of **data subjects' rights**, with around 20 inspection actions planned for the year, focusing particularly on the processing of biometric, health, and financial data.



The **protection of children and adolescents in the digital environment** is also set to gain prominence: the ANPD has launched a monitoring proceeding requiring 37 companies subject to the obligations of the ECA Digital to provide information on how they are implementing the new rules introduced by the law. For 2027, additional inspection proceedings on this topic are planned, reinforcing the Agency's priority of safeguarding minors.

Another relevant development is the regulation of **Artificial Intelligence** in Brazil. Bill of Law No. 2,338/2023, approved by the Senate in December 2024, is currently under consideration in the House of Representatives. The expectation is that the text will be voted in 2026, with strong chances of approval given political support and international pressure for clear rules. Within the ANPD, although the processing of personal data related to **Artificial Intelligence and Emerging Technologies** is officially scheduled for 2027, investigations have already begun in 2026, including the issuance of a Technical Note regarding the Grok AI system to assess potential violations of the LGPD.

In addition, on January 26 of this year, **Brazil and the European Union took a significant step** toward consolidating a safer and more efficient flow of international personal data transfers through the **mutual recognition of adequacy between the two regions**. This alignment results from coordinated, autonomous decisions confirming that both Brazil and the European Union provide a level of personal data protection adequate to that established under the GDPR and the LGPD, respectively.

Taken together, these initiatives position 2026 as a decisive year for the advancement of privacy and data protection in Brazil, with meaningful impacts for companies, public authorities, and citizens.

*This newsletter is for information purposes only and should not be relied upon for legal advice on any of the topics covered herein. For further information, please contact the heads of the Privacy and Data Protection team, [Adriano Chaves](#) and [Marcia Issler Mandelbaum](#). CGM Advogados. All rights reserved.*