



Privacy First

Annual Report 2022

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your choice
in a free
society

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1. Foreword

Things are buzzing at the Privacy First Foundation. This year, the Foundation is celebrating its 15th anniversary. Never before has privacy been so topical. Privacy is challenged on all sides, partly by rapid digitization, by the rise of Big Tech and by a government that is changing shape, compromising basic democratic principles which also impacts the right to privacy. Privacy First champions the right to privacy. Because of its 15-year anniversary, a Top 10 of our steps over the past years to ensure everyone's privacy has been made: see <https://privacyfirst.nl/en/articles/15-year-privacy-first/>.

Times are now moving faster and never before has privacy been so important. Many people want to participate and have their say. Privacy victims are frequent. This is becoming increasingly visible. The Privacy First Foundation is seen as a reputable interlocutor of government initiatives and political parties. On television and in the media, the Foundation is not called Privacy Watchdog for nothing. For developments other than the four pillars the Foundation focuses on (children/education, finances, surveillance and medical), Privacy First is also asked for its position, such as on drones, ChatGPT and video doorbells. In this way, Privacy First helps influence government and corporate policies.

Privacy First is politically neutral. After all, privacy is a universal human right and Privacy First represents the public interest. Every citizen has a right to privacy and therefore we do not exclude anyone. This is challenging, as more and more people have a say in this. This calls for a professionalized policy. We already have a governance structure of experts with our Board and our Advisory Board. However, in the transition from 2022 to 2023, we need more resources to strengthen our organization.

The Foundation's growth has healthy ambitions and, at the same time, Privacy First depends on volunteers and donations. Professionalization duly requires volunteers and donors who support us, but whose commitment we need more than ever before to make new plans a reality and always be ready to respond to societal challenges. One thing is certain: all those involved in the Foundation are driven, knowledgeable or passionate, and see the urgent social impact and necessity of everyone's right to privacy.

Privacy First is a necessary social counterforce that critically monitors developments and makes its voice heard when serious violations occur. This year, we have the following goals:

- Respond to today's challenges, which are rapidly coming along due to digitalization and new legislation.

- Grow funds and donations to enable expansion and stable impact.
- Be more visible and make citizens more aware of our existence.
- Demonstrate to donors and funds that support us financially that we realize goals that make a difference.

2. Vision and policy

Privacy First was established in 2008 as an independent foundation to preserve and promote everyone's right to privacy. Privacy is a universal human right and the basis of our democracy under the rule of law. The right to privacy includes the protection of personal data, confidential communications, the right to the home and bodily integrity. Of all human rights, the right to privacy is under the most pressure these days. Privacy First is therefore working hard to protect and promote this right as much as possible. Due to the spirit of the times and the challenges of digitalization, as well as constitutional changes that may impact the right to privacy since the Corona crisis, this right must be actively protected.

As a Dutch Institution for Public Benefit (ANBI), Privacy First does so in the public interest, either for the entire population or for vulnerable groups. In doing so, Privacy First maintains a broad, principled orientation towards privacy, both in relation to our free and open society as well as other relevant human rights. Often we are spontaneously asked by media to give our views on topical issues, e.g. drones and new legislation. Privacy implications are recognized as such and people want a clear discussion on this.

Our field of vision and activities thereby extend to both the digital and analogue domain. However, these worlds are becoming increasingly integrated, making the classic 'analogue space' smaller and smaller. Developments in the digital domain are happening at lightning speed. In order to steer this in the right direction, Privacy First has for years been advocating 'privacy by design': building privacy into technology, in addition to good legislation with solid privacy safeguards. The arrival of the new European privacy law GDPR has given us a tailwind in this respect. At the same time, Privacy First always operates in a force field that constantly threatens privacy. Human rights, as in treaties and our constitution, have never been under more pressure. It is therefore more necessary than ever to guard the privacy domain.

Standing policy of Privacy First is to focus our attention primarily on (imminent) privacy violations that can affect large groups of people at the same time. In our selection of topics, we are guided by 1) the scale, 2) the severity and 3) the impact and consequences of a given breach. Massive, serious privacy violations are first investigated and publicly named by Privacy First. Privacy First then seeks to remedy the relevant breach through quiet diplomacy and political lobbying, followed by a public campaign, legal action or – as a last resort – litigation.

In line with these criteria, Privacy First's focus in the coming years is mainly on mass surveillance, medical privacy, financial privacy, children & privacy and the Internet of Things. At the same time, it is also noticeable that working from these focus themes is sometimes



overtaken by time. As an organization, we sometimes have to respond very quickly to current social developments. Then issues spontaneously arise from society in which Privacy First needs to take a stand. In addition, even leading figures in high-tech and artificial intelligence sometimes ask us to put on the brakes because developments are moving too fast.

Below, we explain our main activities from 2022, followed by a brief look ahead to 2023. For all of Privacy First's current activities, please refer to our website.

3. Projects and events

3.1 Dutch Privacy Awards & National Privacy Conference

On 25 January 2023, ECP and Privacy First jointly organized our annual National Privacy Conference for the sixth consecutive time. This is now the principal annual Dutch privacy event around European Privacy Day. Our goal of this event is to build a privacy-friendly information society together with business, government and science. Interest was as high as ever: almost two hundred professionals were present at the congress location (*De Glazen Zaal* in The Hague) and hundreds had also signed up for the livestream. Speakers at the conference were, successively, Marjolijn Bonthuis (deputy director ECP), Ellen Timmer (independent research lawyer and publicist), Katja Mur (board member of the Dutch Data Protection Authority), Bert Slagter (entrepreneur and writer), Simon Lelieveldt (business engineer and compliance professional), Paul Korremans (Privacy First chairman) and Magdalena Magala (jury chair of the Dutch Privacy Awards). Chairman of the day was presenter Tom Jessen (RTL, BNR).



Interview by Tom Jessen with Paul Korremans (Privacy First chairman) during the Dutch National Privacy Conference, 25 January 2023.

As a concluding part of the conference, Privacy First presented our annual Dutch Privacy Awards. During the summer and autumn of 2022, Privacy First received several high-quality submissions for these Awards. Reviews and interviews with all entrants by our independent Awards jury then took place during the winter of 2022. The nominees were Linckr (secure data exchange in complex transactions, by Urben Prime), MediaJungle (privacy education and digital resilience of people with mild intellectual disabilities), Stichting Donateursbelangen (privacy transparency at charities), Anonimizer (automatic anonymisation of documents, photos and videos, by Bolesian), KinderDPIA (privacy awareness within the education domain, by Privacy at School), Cyberkaart (website datalekt.nl with a map of Dutch cyber incidents) and Shuterring (camera slider for video doorbells, by Responsible Sensing Lab).



During the conference, all nominees presented their projects to the audience through Award video pitches.

MediaJungle and Anonimizer were then declared winners by the jury. In addition, the Incentive Prize went to KinderDPIA.

The jury of the 2022 Dutch Privacy Awards consisted of the following people:

- Magdalena Magala, GDPR coordinator, Dutch Tax Authority (jury chair)
- Paul Korremans, Privacy First chairman
- Rion Rijker, privacy and information security expert and IT lawyer, Rijker Advies & Educatie
- Mathieu Paapst, associate professor of IT law, University of Groningen
- Jaap van der Wel, IT expert and privacy lawyer, managing partner Comfort Information Architects
- Erik Bruinsma, lawyer; Director Strategy and Management Advice, Statistics Netherlands
- Mabel de Vries, Data Protection Officer and senior advisor information security, risk and privacy
- Walter van Wijk, Community manager privacy, Centre for Information Security and Privacy Protection.



The presentation of the 2022 Dutch Privacy Awards was co-sponsored by Molenaar & Plasman Solutions. The entire conference was streamed live and can be viewed at <https://player.vimeo.com/video/791842180> (in Dutch).

In early 2024, Privacy First and ECP will again organize this inspiring event. Would your organization like to become a (media) partner or sponsor? If so, please contact Privacy First!

3.2 Privacy Coalition

In June 2022, Privacy First launched the new Dutch [Privacy Coalition](#) together with a group of winners and nominees of the Dutch Privacy Awards. The main goal of the Privacy Coalition is to create more social awareness about digital privacy and develop privacy-friendly alternatives.

To this end, the Privacy Coalition first drafted and successfully presented a manifesto to the new Digital Affairs Committee of the Dutch House of Representatives. A broad delegation of this committee welcomed the manifesto. Subsequently, it was also explicitly mentioned during the parliamentary debate on digital affairs. Meanwhile, the number of companies and organizations that have signed the manifesto is growing steadily and several other

organizations have now offered to facilitate the Privacy Coalition. Would you and your company or organization like to support the Privacy Coalition's manifesto? [Sign up!](#)



Handing over the Privacy Coalition's manifesto to the Dutch House of Representatives' Standing Committee on Digital Affairs, 21 June 2022.

Thanks to lobbying by the Privacy Coalition, the Dutch Senate passed the Digital Government Act (Wdo) in early 2023. The Wdo can boost privacy-friendly services and privacy-friendly procurement policies in government. Partly at Privacy First's earlier insistence, this law includes a ban on data trading and requirements of privacy by design and open source. In

2023, among other things, the Privacy Coalition hopes to organize a technical briefing for the House of Representatives on alternatives to Big Tech.

3.3 PrivacyWijzer – Connected Cars

In late 2022, Privacy First launched the [PrivacyWijzer](#) (Privacy Guide), a new multi-year project on the privacy aspects of the Internet of Things. Initially, this project will focus on the very extensive topic of 'connected cars'. This is what cars are called that are connected to the Internet. As part of the Internet of Things, all cars will eventually be connected.



This development – which started over a decade ago and is accompanied by an explosion of data – has far-reaching consequences in several areas. For instance, we are working towards 'smart mobility' (goal: more efficient routes, less congestion, more road safety) and all kinds of new revenue models are emerging for

insurers, app-builders and other parties offering 'smart solutions', among others. For the motorist, the story is twofold: actual driving is becoming easier and more comfortable thanks to up-to-date information and the advent of driving assistance systems, but the large-scale data collection inherent in connected cars so far puts considerable pressure on privacy.

After all, the large amounts of data generated by modern vehicles, including personal data, are sent back to the manufacturer. From there, they go to companies specializing in data processing and are then shared with other commercial parties as well as governments. Motorists in general are hardly aware of this and a public discussion about it has always been absent.

Despite the GDPR and guidelines on connected cars from the European Data Protection Board (EDPB), motorists' privacy is barely guaranteed in most cases and it is mainly the car manufacturers who (can) control the data. The European Data Regulation, currently being negotiated in Brussels and covering all sectors of the economy, should start to change this.

Privacy First's website regularly features articles on connected cars.

Also, it is now planned to deepen PrivacyWijzer with information on other things and services, whose data are tracked. Among the general public, we recognize the demand that consumers need privacy-friendly services and products. Whether this is buying a watch with smart-watch solutions, or whether it is privacy-friendly solutions from your website. There is a need for this kind of information, which can be easily and user-friendly quickly looked up. To this end, we will expand the PrivacyWijzer project if there are sufficient resources. We are

also going to research more things that are connected, such as for instance the rise of smart-cities. We are happy to investigate the privacy challenges in this field.



3.4 Public debate "Where will your medical records be tomorrow?"

In June 2022, Privacy First organized a panel discussion on the future of healthcare communications at Amsterdam's Volkshotel. A panel discussion with four experts looked at the bottlenecks facing today's healthcare communication systems, what needs to be done to solve them and what problems were currently standing in the way of future-proof healthcare communication. This was based on propositions that touched on dilemmas in legislation, choice of technology and politics of the Dutch healthcare sector. A [summary](#) of the debate can be found on our website.



Public debate "Where will your medical records be tomorrow?", 2 June 2022. Photo: Bertus Gerssen.

3.5 External projects

Privacy First has been regularly asked for advice by organizations and governments in recent years. When the intentions of the organization concerned are in line with Privacy First's mission, we are happy to contribute. Through our critical involvement in such projects, Privacy First seeks – in the public interest – to positively influence certain social developments and to have privacy safeguarded not only "from the outside" but also "from the inside". In 2022, Privacy First was involved in the following external projects:

- 1) **Coalition project with Tilburg University:** multi-year project (2020–2024) regarding privacy-friendly Blockchain applications for the Dutch central government. Partners include NWO, various ministries, VNG, CJIB, ECP, companies and agencies. Privacy First provides critical input during the project and will organize a public event.
- 2) **National Police Ethical Focus Group:** since the end of 2021, Privacy First's director has been appointed by the chief of police as a member of this new National Police Ethical Focus Group. Other external members include experts from universities and research institutes.
- 3) Since 2022, Privacy First has been structurally consulted by the Dutch **Ministry of Infrastructure and Water Management** on plans around the possible future introduction of 'Pay by Use' (road pricing).

3.6 Other activities

Privacy First had meetings in 2022 with, among others. Privacy Factory, National Police, Stichting Donateursbelangen, Greenhost, UvA Academy, Municipality of Amsterdam, Pro Bono Connect, Dutch Chamber of Commerce, Quodari, Stichting Goeie Grutten, Vrije Universiteit Amsterdam, Stichting Take Back Your Privacy, Tilburg University, Dutch Ministry of the Interior, Stichting Democratie & Media, Vereniging Nederlandse Gemeenten, BridgeHead, Lower House Committee on Digital Affairs, The Privacy Collective, Dutch Data Protection Authority, ECP, Privacy Coalition, CBS, Dutch Civil Rights Platform, Argumentenfabriek, Personal Data Committee Amsterdam, De Vierde Golf, Waag Society, 180 Degrees Consulting, BIT, Ministry of Health, Welfare and Sport, PrivSec Amsterdam, Ministry of Finance, Ministry of Infrastructure and Water Management, Ministry of Justice and Security, VNO-NCW.



Privacy First board members and staff are regularly requested as speakers at public events of government, industry and science. In addition, Privacy First continuously conducts quiet diplomacy in a broad field of activity.

4. Political lobbying

4.1 Corona Act

In recent years, the Corona crisis has proven to be not only a health crisis, but also a global crisis for numerous other human rights, including the right to privacy. From the very beginning (March 2020), Privacy First has therefore critically monitored almost all privacy-relevant corona legislation and policies. In doing so, we sought to stop or positively influence overreaching measures as much as possible. In October 2022, in this context, Privacy First sent a critical commentary to the Dutch House of Representatives on the so-called 'Corona Act': through a large-scale amendment to the Public Health Act, various corona measures threaten to become permanently legally enshrined. This while the social necessity, proportionality, effectiveness and impact of the measures in the context of the recent corona epidemic have so far not been evaluated. Privacy First considers it unimaginable that such measures could already be legally enshrined as long as their human-rights tenability is unknown. Moreover, the Bill introduces some elements that do not belong in a free democratic constitutional State with full parliamentary control. Read more about our views [on our website](#).

4.2 Collaborative Data Processing Bill (WGS or "Super SyRI")

In cooperation with the coalition that won the landmark court case against Systemic Risk Indication (SyRI) in 2020, Privacy First together with the Dutch Civil Rights Protection Platform (*Platform Bescherming Burgerrechten*) is closely following the similar Data Processing by Collaborative Groups (WGS) Bill. As with SyRI, under this data linkage bill there will be massive risk profiling of citizens. According to the SyRI coalition, the WGS is on a collision course with the rule of law and the government refuses to learn lessons from the Dutch Benefits Affair (*Toeslagenschandaal*). In early 2022, the SyRI coalition therefore called on the Dutch Senate to reject this Bill. Should our joint political lobbying against the WGS prove fruitless, the SyRI coalition will in all likelihood launch a lawsuit against it.



4.3 National biometric database

During 2009–2011, there was massive public opposition in the Netherlands to a planned central database containing the biometric data (fingerprints and facial scans) of all Dutch citizens. Partly due to pressure from a large-scale lawsuit by Privacy First, the development of that database was halted in early 2011. However, Dutch State Secretary for Digital Affairs Alexandra van Huffelen now seems intent on introducing such a database after all. As part of an internet consultation, Privacy First submitted a highly [critical comment](#) on this in June 2022. Should the database in question still be introduced, Privacy First will not hesitate to challenge it in court again.



4.4 Medical Data Exchange Act (WEGIZ)

Partly at the [instigation of Privacy First](#), the new Medical Data Exchange Act (WEGIZ) was unanimously adopted by the Dutch House of Representatives in September 2022. With this, the Netherlands is heading for the best conceivable solution for healthcare communication: the best privacy, security and efficiency at low cost. Medical data can travel with the patient's treatment under the WEGIZ, without the need for a risky and insecure national system.

However, led by health insurers and the Patients Federation, several parties are trying to undermine the new law, with the aim of introducing a National Electronic Health Record. Not least because they themselves have been the suppliers of this national infrastructure (LSP) since 2011. That system will become 90% redundant with the WEGIZ.

Privacy First hopes that the WEGIZ will also be passed by the Senate in April 2023.

4.5 Banking dragnet

In October 2022, the Dutch government tabled a new Money Laundering Bill. This bill creates a joint database through which all financial transactions of all Dutch citizens will be analyzed to detect financial crime. This database will be managed by the new organization Transaction Monitoring Netherlands BV (TMNL).

Privacy First is adamantly against a dragnet by the joint banks on the complete financial transaction data of all Dutch citizens, companies and organizations. Immediately after the government's intention to submit this bill became known, Privacy First therefore renamed it the "banking dragnet" and called on everyone to agitate against it. Since then, the Dutch Data Protection Authority, among others, spoke of "unprecedented mass surveillance by banks" and public opposition to this bill has been steadily increasing.

In December 2022, Privacy First sent a [comprehensive letter and analysis](#) about this to the House of Representatives. In addition to various objections to the banking dragnet, Privacy First opposes the so-called enquiry requirement. Privacy First also calls for better legal protection for consumers and SMEs in the judiciary or the establishment of an independent financial ombudsman.

In February 2023, Privacy First was asked to give its position on the issue by Dutch television program Radar.

4.6 Other issues

In February 2022, Privacy First, together with the Dutch Civil Rights Platform, endorsed the [manifesto](#) that a coalition of organizations and citizens titled "Undivided Open" made to abolish the coronavirus entry pass (Digital Covid Certificate) with immediate effect. This is in line with Privacy First's earlier critical views during the Corona crisis. "This is the time to think about the future. The infringement of fundamental rights [by the corona entry pass] is not necessary, let alone proportionate. We want an undivided society where participation does not depend on a health pass," the coalition said in the manifesto.

In May 2022, the new [Coalition for Fair Digital Education](#) (CEDO) launched a manifesto and petition for privacy-friendly education. CEDO advocates for alternative design of digital learning environments that safeguard public values and privacy in education. Privacy First has been concerned for years about the increasing lack of children's privacy and therefore strongly [supports](#) this initiative.

The civil society organizations that won the court case against SyRI in early 2020 have been [preparing](#) a new course of action to court since December 2022. The reason is a media report by Argos, which showed that the Dutch government is still profiling citizens on a large scale. Even after the Dutch court banned SyRI, all kinds of investigations are still taking place in which citizens end up on lists as possible fraudsters or 'risks' on the basis of arbitrary and discriminatory characteristics, in violation of the right to privacy.

Also in March 2022, Privacy First was a co-signatory to a joint Dutch [coalition report](#) by NJCM and others to the UN Human Rights Council in Geneva, specifically on algorithms and ethnic profiling, the bill on transparency of civil society organizations and the powers and supervision of secret services. In addition, in April 2022, Privacy First provided critical [input](#) to the internet consultation on the 'Cyber Act' to expand the powers and change the supervision of secret services. Privacy First also submitted a [position paper](#) on artificial intelligence to the House of Representatives (at the request of the Digital Affairs Committee) in May 2022.

5. Lawsuits

As a civil society organization, Privacy First is about operating as effectively as possible with the limited resources we have. Therefore, when quiet diplomacy, political lobbying and campaigns prove insufficiently effective, Privacy First takes principled legal action against legislation and policies that lead to large-scale privacy violations. In recent years, Privacy



First successfully did so against the central storage of everyone's fingerprints under the Dutch Passport Act, the storage of everyone's telecommunications data under the Telecommunications Data Retention Act and massive risk profiling of citizens by System Risk Indication (SyRI). Privacy First prefers to pursue such cases in coalition and through pro bono support (or external sponsorship) by capable law firms.

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5.1 UBO Register

Lawsuit against massive disclosure of sensitive personal data

In early 2021, Privacy First and Boekx Attorneys filed a lawsuit against the Dutch government over the new UBO Register. Under the legislation on which the UBO Register is based, all 1.5 million legal entities listed in the Dutch Trade Register had to disclose all kinds of privacy-sensitive information about their UBOs ('ultimate stakeholders'). This concerned millions of directors, shareholders and senior executives of all Dutch companies, foundations, associations, churches, etc.

Privacy First considered this a massive privacy violation with major personal security risks. Privacy First therefore requested the court to declare the UBO Register unlawful. After all, much of the information in the UBO Register would be publicly accessible. Privacy First considered this completely disproportionate and in violation of European privacy law. The court in The Hague subsequently ruled that the legality of the European money laundering directives on which the UBO Register was based could indeed be doubted. Moreover, on appeal, the Court of Appeal of The Hague emphasized that a UBO who fears for his safety could shield this personal data from the general public. In a similar Luxembourg case supported by Privacy First, the EU Court subsequently ruled in November 2022 that the public

accessibility of all UBO registers in the European Union violates European privacy law. Since then, the Dutch UBO Register has not been publicly accessible. Privacy First continues to monitor developments critically.



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5.2 ANPR: Automatic Number Plate Recognition

Lawsuit against mass surveillance by ANPR cameras

On 1 January 2019, the Dutch ANPR Act (art. 126jj Sv.) came into force. Under this law, through ANPR cameras above motorways, the license plates and locations of millions of cars in the Netherlands (i.e. everyone's travel movements) are continuously stored for 4 weeks in a central police database for, among other things, criminal investigation purposes. This is totally unnecessary, utterly disproportionate and also ineffective, several studies have shown in recent years. Supervision is lacking and the system can be easily abused. The current ANPR Act therefore constitutes a massive privacy violation and has no place in a free democratic constitutional State. Since late 2021, Privacy First has been pursuing a lawsuit against the Dutch government to have the ANPR Act set aside because it violates European privacy law. Through Pro Bono Connect, Privacy First has engaged law firm CMS to conduct this lawsuit (summary proceedings and proceedings on the merits) for us. This case is also supported by the Digital Freedom Fund. Given the European case law on the matter, Privacy First considers the chances of a successful court case to be very high.



5.3 Citizens v. Plasterk case

Lawsuit over international data sharing by secret services

Already since 2013, Privacy First, together with other organizations and citizens, has been conducting the lawsuit 'Citizens against (Dutch Minister) Plasterk'. The reason for this case against the Dutch government was Edward Snowden's revelations about the practices of (foreign) intelligence services, including the American NSA and British GCHQ. Our coalition demands that the Netherlands stops using foreign intelligence not obtained in accordance with Dutch law. Our lawyers at Bureau Brandeis are pursuing this case pro bono. The coalition member organizations are Privacy First, the Dutch Association of Criminal Lawyers (NVSA), the Dutch Association of Journalists (NVJ) and Internet Society Netherlands. Unfortunately, after disappointing rulings by both the District Court and the Court of Appeal of The Hague, the Dutch Supreme Court also dismissed the case in 2018. By doing so, the Supreme Court has since provided a license for Dutch secret services to continue collecting large amounts of data of Dutch citizens through foreign intelligence services without legal protection. Our lawyers therefore continued this case at the European Court of Human Rights in Strasbourg in early 2019, in parallel with similar British and Swedish court cases. Despite the subsequent delays caused by the Corona crisis, Privacy First hopes that the Court will soon reach a critical verdict.

5.4 Individual citizen lawsuits

Privacy First sporadically supports lawsuits by individual citizens, provided such cases are of such a nature that our support is indispensable, in the interests of positive precedent-setting, social impact, awareness-raising and influencing legislation and policy. A good example are the lawsuits filed by Dutch privacy activist Michiel Jonker to introduce a municipal anonymous waste card with privacy by design, anonymous public transport travel and the right to cash payment. Other individual lawsuits Privacy First was involved in in 2022 relate to child benefits (against the Dutch Social Insurance Bank), to the virtually unregulated 'Person-centred Approach' (PGA, against the municipality of Amsterdam) and to compulsory license plate parking (municipality of Wageningen). In such cases, for example, Privacy First provides advice and we can file so-called *amicus curiae* letters. These lawsuits also often lead to media publications and critical questions at the municipal or national level.

6. New CUIIC Foundation

In 2022, Privacy First – together with the Austrian association [NOYB](#) – established CUIIC.

CUIIC stands for Consumers United in Court, also pronounceable as 'CU in Court'. Co-founder NOYB is the organization best known for the Schrems judgments, named after founder [Max Schrems](#).

CUIIC's mission is to protect consumer privacy. Primarily by conducting strategic, class action lawsuits against organizations that make a lot of money by unlawfully using personal data. CUIIC takes collective action for this purpose, joining the forces of consumers, steering for a refund of damages suffered. In doing so, it subscribes to the Dutch [Claim Code](#).

The years of successful action by both founders and their demonstrable moral and ethical considerations set this new foundation apart.

In 2022, in parallel with its establishment, preparations started for the first major case. This was done under the direction of the now complete Board*, under the supervision of the Supervisory Board** and in close cooperation with top quality specialized law firms, research partners and a funder (financier with risk). The Board expects to formally go public with the first case in May 2023, although the party to be sued is already aware of it.

* Board

Chairman:	Wilmar Hendriks
Treasurer:	Matthijs Visser
Communications:	Hilde Laffeber-Nicolai
Legal affairs:	Eliëtte Vaal
Legal affairs:	Koen Rutten

** Supervisory Board

Kees Verhoeven
Anne-Christine Lacoste
Maarten van Luyn



Max Schrems (NOYB founder) and Wilmar Hendriks (board member Privacy First and board chair CUIIC), 17 June 2022.

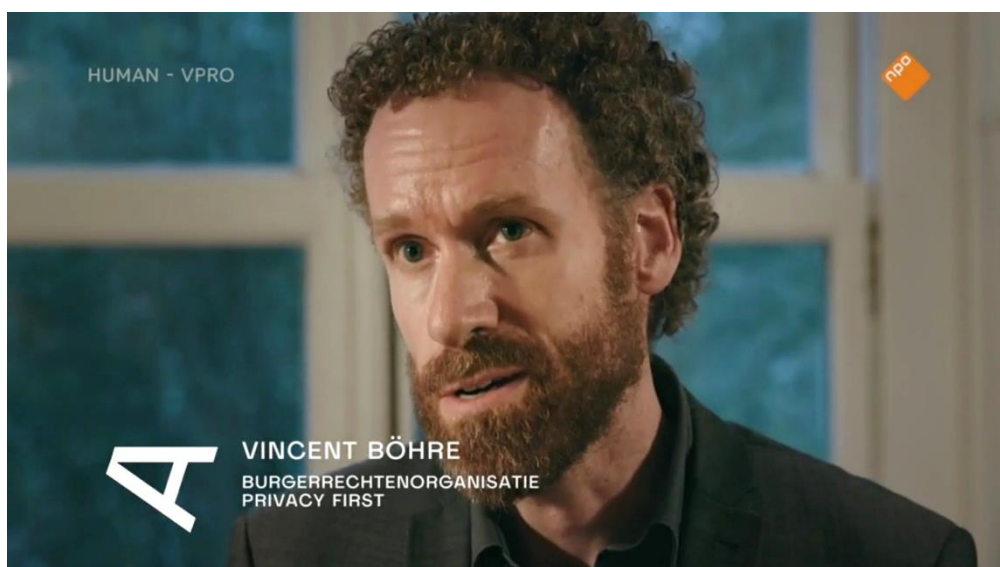
7. Communication

7.1 Mass media

On average, Privacy First appeared in the media several times a week in 2022. Besides requests for interviews, Privacy First is regularly approached by journalists for background information and research tips, sometimes also by foreign media.



Interview with Vincent Böhre (Privacy First director) at EditieNL, 8 November 2022. © RTL 4



Interview with Vincent Böhre (Privacy First director) at Argos, 29 September 2022. © NPO

7.2 Internet

Privacy First's websites are our primary news and opinion channels. In addition to our Dutch-language website <https://www.privacyfirst.nl>, there is also the English-language <https://www.privacyfirst.eu>. In recent years, both sites have been partly sponsored by privacy-friendly provider Greenhost. In early 2023, privacyfirst.nl will be completely revamped and Privacy First will also have a new corporate identity and logo. Our English-language articles will be integrated into this, as well as our website <https://privacyawards.nl> (Dutch Privacy Awards) and our new project PrivacyWijzer (on the Internet of Things). In addition, Privacy First manages our campaign websites <https://specifieketoestemming.nl> (medical privacy) and <https://psd2meniet.nl> (PSD2). The total number of visitors to our websites has grown to around 104,000 per month by 2022. Privacy First is also active on [Twitter](#) and runs its own LinkedIn group for privacy professionals. Both our Twitter and LinkedIn followings have been growing steadily for years. Would you like to keep up to date with all developments around Privacy First? Then sign up for our newsletters at info@privacyfirst.nl !

8. Organization

Privacy First is an independent, ANBI-accredited foundation made up largely of volunteers. Our paid staff in 2022 were our director and legal advisor Vincent Böhre (1 FTE), our researcher Daniël de Jongh (0.6 FTE) and our management assistant Karin van der Stoop (0.5 FTE). In addition, Privacy First works mainly with professional volunteers and external experts in various fields. Privacy First's goal in 2023 is our further development towards a compact, flexible organization with more permanent staff. Since February 2023, Godaya Komen has been our new director.

Privacy First's board in 2022 consisted of the following people:

- Paul Korremans (chairman and treasurer)
- Haykush Hakobyan (secretary)
- Marc Smits (general board member)
- Wilmar Hendriks (general board member; also board chair CUIC)
- Nelleke Groen (general board member).

Our board meetings took place monthly on average in 2022.



Board of Privacy First 2022. From left to right: Paul Korremans, Haykush Hakobyan, Nelleke Groen, Wilmar Hendriks and Marc Smits.

Privacy First 2022's Advisory Board consisted of the following individuals, in their personal capacity:

- Prof Hans Franken (emeritus professor of Information Law, Leiden University)
- Quirine Eijkman (vice-president Netherlands Institute for Human Rights & Lecturer

in Access to Law, Utrecht University of Applied Sciences)

- Paul Francissen (director Publicroam & independent consultant in digital social innovation, Envolve)
- Paul Sloomaker (vice-president Monitoring & Reporting, KPN)
- Eliëtte Vaal (ICT & privacy lawyer, The Data Lawyers).

Our Advisory Board meets twice a year with our Board and also provides unsolicited advice.

Privacy First's group of volunteers consists mainly of professionals who structurally support Privacy First, both substantively (various privacy topics), organizationally (ICT, PR, translations etc) and legally (research and advice). In addition, Privacy First has an extensive network of experts from all corners of society, ranging from scientists, lawyers and ICT professionals to journalists, politicians and civil servants.

9. Finances

Privacy First depends largely on individual donations and support from funds and law firms for its work. Since 2015, Privacy First was supported by the Dutch Democracy and Media Foundation; in the period 2017–2022, this was institutional support. Privacy First has since been able to secure several other funds to develop new projects and to strengthen and make our organization and activities more sustainable, including Stichting Goeie Grutten in support of our PrivacyWijzer project (on the Internet of Things) and the Digital Freedom Fund in support of our lawsuit against the ANPR Act. Privacy First prefers institutional support rather than project support.

In addition to financial support from individual donors and funds, Privacy First is also open to corporate sponsorship, provided that Privacy First can continue to operate completely freely and independently. For example, since 2017, Privacy First has been supported by Voys Telecom. Our annual National Privacy Conference is sponsored by ECP and our Dutch Privacy Awards in 2022 were sponsored by Molenaar & Plasman Solutions. Would your organization also like to sponsor Privacy First? Then get in touch with us!

Privacy First's standing policy is to spend all income as much as possible on substantively relevant issues and to keep operational costs as low as possible. To this end, our communication (including by phone) is largely via the internet. Support activities are partly carried out by professional volunteers. In March 2022, Privacy First moved from Keizersgracht in Amsterdam to our new office location on Nieuwe Herengracht; we share this office with collective redress foundation CUIC. Privacy First events are preferably organized at externally sponsored venues. The litigation documents in our lawsuits are supported by Privacy First through its own factual and legal research. Moreover, Privacy First's policy is to preferably conduct large-scale lawsuits in coalition through the Public Interest Litigation Project (PILP) or through Pro Bono Connect of the Netherlands Committee of Jurists for Human Rights (NJCM), or through external sponsorship. This is to spread the costs and financial risks and increase the chances of legal success. This way, every donated euro benefits the privacy of every Dutch citizen as effectively as possible.

Below is our annual financial overview 2022. This does not include sponsorship of lawsuits by law firms or external partners.

In April 2023, the provisional annual figures were included in our 2022 annual report based on the figures known at that time. On 29 June 2023, the final annual figures were adopted and amended in our annual report.

Annual overview	2022	2021
Revenues:		
Donations and funds	€ 288.951	€ 107.286
Others	€ 7.521	€ -
	€ 296.472	€ 107.286
Expenditures:		
Personnel costs	€ 102.318	€ 70.393
Campaign costs	€ 1.157	€ 17.310
Housing	€ 17.362	€ 8.444
Promotion costs	€ 9.699	€ 3.495
Office costs	€ 19.024	€ 3.542
Other costs	€ 2.392	€ 1.261
Depreciation	€ 117	
Interest and similar expenses	€ 624	€ 313
	€ 152.693	€ 104.758

Notes:

For the year 2023, it has been decided to have an assessment statement prepared by an external auditor. To date, Van Kessel Administratie- en Belastingadviseurs B.V. has prepared the annual figures.

10. Outlook 2023

In 2023, we will continue the course we had already set. There will also be more emphasis on project-driven work, building a funded MT and stronger lines of communication, streamlining a regular newsletter, events (debate evenings), social media, media appearances and campaigns. All this is also linked to our new website and our new Privacy First corporate identity launched in early 2023.

To fund overhead and deliver on projects for the foreseeable future, funds are being sought and collaborations with coalitions and business partners are being sought or strengthened. All have their hearts in the right place and share their commitment on the topic of privacy.

Projects that have been pitched:

- Financial privacy awareness/research page.
- Establishing new rule of law and privacy (privacy solutions).
- Children and privacy with new solutions.
- Expansion of the PrivacyWijzer, consisting of an overview/guideline for consumers to recognize privacy-friendly products and organizations.

Experience tells us that for this we need a professional MT, eager to get things done quickly on the job, including cooperation with our many professional volunteers.

We are looking for funds and new donors to make this possible!



Would you like to support Privacy First? Then please transfer a donation to account number (IBAN) NL95ABNA0495527521 (BIC: ABNANL2A) in the name of *Stichting Privacy First* in Amsterdam, the Netherlands, or support us through the [donation page](#) on our website. The Privacy First Foundation is recognized by the Dutch Tax and Customs Administration as an Institution for General Benefit (ANBI). Your donations are therefore tax-deductible.





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