



**Project “The data and the virus”**  
Data Privacy Brasil Research Association

The COVID-19 pandemic, caused by the spread of the new Coronavirus, has been mobilizing and altering the most central aspects of our life as a society. It is therefore not surprising that priorities and topics of research are affected by the context of the pandemic. Given this scenario, the Data Privacy Brasil Research Association has been developing the “Data and the virus” project, which works at the intersection between privacy and protection of personal data and measures to contain the pandemic.

The “data and the virus” project consists of a number of work fronts:

- (a) *monitoring of standards, public-private partnerships and opinion pieces on the topic:* social networks facilitate the proliferation of information, in the form of news, opinion pieces, bills and regulations. The COVID-19 pandemic generated a considerable amount of relevant information, which in turn brings the need for some level of organization and systematization. Sensing this need, and even to inform the other activities related to the project, Data Privacy started to gather, daily, three categories of texts that it considers essential for the understanding of the relationship between the protection of personal data and the consequences of the pandemic: (i) normative initiatives (laws, bills, resolutions, ordinances, etc.) that regulate aspects such as data sharing with public authorities to fight the coronavirus; (ii) public-private partnerships and socio-technical solutions, such as the use of population monitoring technologies to assess the effectiveness of isolation measures; (iii) opinion pieces that explore the complexity of the relationships between these legal and technological initiatives and the guarantee of the rights to privacy and data protection.
- (b) *interpretation of practical and discursive changes around the use of data:* one of the objectives of the monitoring mentioned above is to feed a constant analysis of changes in the normative and technological scenario and the effects of this scenario on the protection of personal data. New standards are issued every day, and new solutions are proposed to combine technology with the fight against disease. In addition, lawyers, political scientists, philosophers and scholars, in general, develop new analyses and interpretations to account for these rapid changes. Data Privacy consumes this information and produces its own understandings about the COVID-19 problem and personal data.
- (c) *proposition of recommendations and best practices:* it is a fact that, in a data-driven society, faced with a context of unprecedented public health crisis, there will be new modalities (and intensities) of use and sharing of data, including personal data, by the public and private sectors. In view of this reality, it is up to academics, activists and NGOs that work for the protection of privacy and data protection to offer companies and governments inputs, in the form of best practices and recommendations, to guide these operations in the most favorable way possible to guarantee rights. This is one of the objectives of the project The data and the virus with the proposition of the White Paper "Reconciling the fight against



COVID-19 with the proper use of personal data and respect for fundamental rights", a letter of principles and recommendations on the use of personal data in COVID-19 containment policies.

(d) *channeling ideas and information through the Dadocracia podcast*: Data Privacy has a podcast, Dadocracia, whose purpose is to make the debate on privacy and data protection and its intersections with different areas of knowledge and technology more palatable. The project "The data and the virus" makes frequent use of the podcast space to expose information (from its monitoring) and analyses, both their own and the guests'.