

## Ri.04 Shame & Damages Caused by Publicity of Data

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In this risk category, damage may occur due to the publicity of information. The damage consists of a loss of social respect, but possibly also of physiological and psychological effects. In case law, this risk becomes relevant, for example, in the case of sex offenders, prostitutes, and in relation to medical data or suicide attempts. Triggering factors can be information with shameful connotation, that is often attributed to sensitive data (Art. 9 GDPR). A classic threat scenario is spy software. The list in Rec. 75 GDPR includes damage to reputation, loss of control over personal data and the processing of sensitive data among the risk situations. *Schutzgut* of this risk category is the general right of personality, but also physical integrity.