

Media Markt Slammed for Spying

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An investigation by the Dutch Data Protection Authority (CBP) concludes Media Markt is guilty of secretly filming staff, breaking Dutch privacy law in the process.



Last year the CBP received numerous reports from the media and individuals regarding Media Markt covertly filming staff. How so? The retailer employed "mystery shoppers" armed with hidden cameras to film staff as part of a training exercise. Following the exercise managers confronted staff with the filmed images.

Furthermore Media Markt used surveillance camera footage to judge staff performance and to handle at least one complaint, yet another privacy law violation.

Dutch authorities state employees have the right to protect their privacy and employers should employ alternative means to check on staff-- hidden cameras should only be used for very specific situations, namely as theft or fraud.

Media Markt issued an apology, and the CBP is to decide on punitive action required.

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