

EU Data Protection Reform: Agreement falls short of the stated aim

BRUSSELS (December 16th 2015) — DIGITALEUROPE takes note of the technical agreement reached last night on the General Data Protection Regulation (GDPR). We recognise the immense pressure negotiators faced in reaching this agreement. However, we regret that the final text falls short of the original intentions for this crucial piece of legislation.

While we acknowledge that the instrument may bring greater consistency to the varied interpretations of data protection laws across Europe, the result fails to strike the proper balance between protecting citizens' fundamental rights to privacy and the ability for businesses in Europe to become more competitive.

We fear that the text agreed upon between the European Commission, European Parliament and the Council of Ministers last night will undermine the ability of businesses in Europe to invest, innovate and create jobs.

With Europe's future Digital Single Market set to rely heavily on the use of data to generate an anticipated €415bn of additional economic gain, it is difficult to overstate the importance of the GDPR to Europe's ambitions to secure its digital future.

As we look forward to the next steps, the implementation of the text will be critical to following through on the ambitions for a more consistent approach and for finding practical solutions so that European industry can properly adapt to the new framework.

DIGITALEUROPE stands ready to work with both the European Commission and the Member State Data Protection Authorities in order to ensure that the GDPR does not hinder Europe's economic competitiveness.

We call on the future European Data Protection Board to show the necessary openness to work with industry moving forward so that the best outcomes are achieved.

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ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies.

DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include 60 corporate members and 37 national trade associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

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