EU Data Protection Reform: Implementation of the GDPR needs active involvement of industry

**BRUSSELS (April 14th 2016)** - DIGITALEUROPE takes note of the European Parliament’s final adoption of the General Data Protection Regulation (GDPR) today and urges European Member State governments and Data Protection Authorities (DPAs) to work closely with industry during the implementation phase of this new law.

“While we continue to believe that the final text fails to strike the right balance between protecting citizens’ fundamental rights to privacy and the ability for businesses in Europe to become more competitive, it is now time to be pragmatic. DIGITALEUROPE stands ready to make the new legal framework for data protection in Europe work,” said John Higgins, Director General of DIGITALEUROPE.

“We call on those responsible for the implementation of the law over the next two years to conduct a proper and transparent consultation process with all stakeholders, including industry,” he said.

The GDPR will have wide ranging impact on the EU’s ambitious Digital Single Market (DSM) strategy. “If Europe fails to properly implement the GDPR across all 28 EU Member States this could render the DSM incoherent,” Mr Higgins said.

With Europe’s DSM set to rely heavily on the use of data to release an anticipated €415 billion in additional economic gain, it is difficult to overstate the importance of the GDPR to Europe’s ambitions to secure its digital future.

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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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