

PRESS RELEASE
Industry Coalition for Data Protection

Europe's New Data Rules Take a Wrong Turn

BRUSSELS, December 16, 2015 - Europe's leading business associations represented by the Industry Coalition for Data Protection (ICDP) today expressed concern that Europe's new data privacy rules risk harming the continent's digital growth engine.

ICDP recognizes the need for updated data protection rules in Europe. The draft compromise hastily agreed between the Institutions yesterday night will likely harm Europe's digital economy and ultimately also harm European consumers.

"We are very concerned that investors will be scared off from investing in Europe and will build the next big thing in technology elsewhere, like Asia. European legislators have clearly underestimated the EU citizen's demand for data driven services. Having failed to strike the right balance between data protection and inspiring the digital industry, we are afraid this is a major setback to the future of the European Digital Economy" said Sébastien Houzé, Secretary General of FEDMA, speaking on behalf of the ICDP.

The legislators' declared aim to regulate big companies will also likely fall flat. Europe's new data protection rules will hurt European small and medium-sized enterprises more than larger well-established companies, as the long list of data related requirements under the new rules will overburden smaller companies.

"Facing the new rules, services available in other regions of the world will likely come late to Europe or not come at all. This will ultimately hurt consumers and businesses in Europe alike" said Razvan Antemir, Director Government Affairs at EMOTA, speaking on behalf of the ICDP.

Over the coming two years, ICDP aims to mitigate some of this risk and work constructively with Member State Data Protection Authorities to achieve a pragmatic and forward-looking interpretation of the text. We hope that the future European Data Protection Board will show the necessary openness in order to achieve our joint goal of protecting personal privacy and enhancing European competitiveness.

"Europe must both reaffirm its commitment to defending personal privacy, while allowing data driven businesses to thrive. The work in the Trilogue does not reflect what consumers and businesses in Europe need and we hope that Council and European Parliament will implement the necessary changes. If necessary the GDPR proposal needs to go into second reading", added Razvan Antemir.

Members of the Industry Coalition for Data Protection

ACT | The App Association

American Chamber of Commerce to the EU (AmCham EU)

BSA | The Software Alliance (BSA)

Computer and Communications Industry Association (CCIA)

European coordination committee of the radiological, Electromedical and Healthcare IT Industry (COCIR)



DIGITALEUROPE

European Association of Communications Agencies (EACA)

E-Commerce Europe,

EDiMA

European Multi-channel and Online Trade Association (EMOTA)

European Publishers Council (EPC)

European Internet Services Providers Association (EuroISPA)

Federation of European Direct and Interactive Marketing (FEDMA)

Federation of European National Collection Associations (FENCA)

GS1

IAB Europe

Interactive Software, Federation of Europe (ISFE)

Japan Business Council in Europe (JBCE)

World Federation of Advertisers (WFA)

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