

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.

The Industry Coalition recognizes the need for updated data protection rules in Europe. Unfortunately, the draft compromise hastily agreed between the Institutions yesterday evening look set to harm Europe's digital economy and hurt European consumers.

"This represents a major setback to the future of Europe's digital economy" said Sébastien Houzé, Secretary General of the Federation of European Direct and Interactive Marketing (FEDMA), speaking on behalf of the Industry Coalition. "We are concerned that investors will be scared off from investing in Europe and will look outside the continent to finance the next big thing in technology. European legislators are underestimating the EU citizen's demand for data driven services and have failed to strike the right balance between protecting privacy and encouraging digital industry."

The legislation will fail to achieve its declared aim to regulate big companies. Europe's new data protection rules will hurt European small and medium-sized enterprises more than large well-established companies, because the long list of new data related requirements will overburden smaller companies.

"Services available in other regions of the world will come late to Europe or not come at all," predicted Razvan Antemir, Director Government Affairs at the European eCommerce and Omni Channel Trade Association (EMOTA), speaking on behalf of the broader ICDP Industry Coalition. "This will ultimately hurt both consumers and businesses in Europe."

Over the coming two years, the Industry Coalition aims to mitigate some of this risk *by working* 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," added Antemir. "This text fails to reflect what consumers and businesses in Europe need. We hope that European Council and European Parliament will implement much needed changes in their second reading."

Members of the Industry Coalition for Data Protection

ACT | The App Association
American Chamber of Commerce to the EU (AmCham EU)
Apps Alliance
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 eCommerce and Omni Channel 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)

For questions, please contact

- Razvan Antemir EMOTA – Ecommerce and Omni Channel Trade Association (razvan@emota.eu)
- Sébastien Houzé FEDMA – Data Driven Marketing Association (shouze@fedma.org)

