EU General Data Protection Regulation: Data Driven Marketing industry cautious on Council General Approach

Brussels, 15th June 2015 – FEDMA, representing the European Data-Driven Marketing industry, recognises the difficult work done by the Latvian Presidency and believes that the Council text has improved the European Commission’s proposal. While the adoption of the Council General Approach is a key milestone towards reviewed European Data Protection rules, we are concerned that the adoption today of a general approach might be premature. Important key issues of the text would benefit from further discussion, as Member States still have many reserves. Thorough discussions took place around the issues of the one-stop-shop and the risk-based approach, and might need further work. However, FEDMA feels that other equally important chapters such as chapter III and Chapter VIII, as well as some part of chapter II have not benefited from enough discussions allowing for a full understanding of their practical impact on the daily processing of today’s world. Furthermore, engaging the trialogue on a text which is not fully agreed on will likely lead to difficult negotiations.

FEDMA feels that some provisions put forward by the text do not provide a balance between the interest of individuals and industry which is fundamental to reach the objective laid out by the Digital Single Market. As such, the regulation would not allow for the European Union to take the leading position it seeks in the innovation and digital world. “It is crucial to ensure that the data protection rules which are discussed since several years are fit for purpose in today’s world with its digital innovation, and will be future proof. We urge the Council, the European Parliament and the European Commission to use the trialogue discussion to work in that direction” says Sébastien Houzé, FEDMA’s Secretary General.