FEDMA calls for urgent solutions to maintain transatlantic data flows

Brussels, 6th October 2015 – Following the decision of the Court of Justice of the European Union invalidating the European Commission Safe Harbour Agreement, FEDMA would like to call on the European Commission and the US Government to conclude the negotiations with the US government for the speedy adoption of a new framework enabling the transatlantic transfer of personal data for business purposes.

“The ECJ decision may just be another confirmation that an overhaul of Safe Harbour was well overdue. However, with the exception of a small number of companies that are BCR certified, European companies will now be dependent on the Standard Model Clauses for data transfer. A new agreement is urgently needed.” Says Dr Sachiko Scheuing, FEDMA Co-Chair.

FEDMA, representing the European Data-Driven Marketing industry, recalls the importance of transatlantic personal data flows, for the European economy and for the provision of services to European citizens.

The new framework should provide adequate protection to EU citizens while enabling growth and innovation in the European Union. Until a new agreement is reached between the EU and the US government, FEDMA calls on the European Commission and the national data protection authorities to provide guidance on how organisations can use other methods to legally transfer personal information to the USA. This will minimize any legal uncertainty for organisations following the ECJ decision.

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