



## ICT INDUSTRY JOINS FORCES ON DATA PROTECTION IN EUROPE

**Brussels, 28 November 2011.** The recently formed Industry Coalition for Data Protection (ICDP) today called on Viviane Reding, Vice President of the European Commission, responsible for Justice, Fundamental Rights and Citizenship, to establish a coherent and harmonised framework for Data Protection in the EU.

Eleven leading industry associations representing the ICT, High Tech, Online, E-Commerce and Advertising and Marketing Services have joined forces to issue a set of five concrete recommendations to the European Commission for a modernised EU legal framework on Data Protection.

“The revision of data protection rules in the EU should enhance harmonisation and provide the legal certainty which will help deliver a fully functioning Single Market”, said John Higgins, Director-General of DIGITALEUROPE, speaking on behalf of the ICDP.

According to the ICDP this approach will preserve the fundamental right of citizens to privacy. Together with the call by policy-makers that applicable law needs clarification, self regulation should be promoted and a move towards a country of origin approach should be adopted; companies will be more easily able to comply with laws across Europe.

The ICDP further stresses the need to simplify and streamline overly strict, bureaucratic and burdensome data protection rules to the benefit of Europe’s digital economy, and to bring added protection to citizens.

“The current review presents a unique opportunity to enhance European competitiveness. In its effort to stimulate innovation and enable the EU to deliver on the promises of growth and jobs, Europe must encourage and enable companies to compete on the global stage by streamlining and simplifying the EUs international data transfer rules,” concluded Higgins.

Ends.

## Media Enquiries

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*The Association for Competitive Technology (ACT AIBSL) is an international non-profit association based in Brussels. ACT is an international advocacy and education organisation representing more than 4,000 innovative small and medium-sized enterprises (SMEs) in the information communication technology (ICT) sector from around the world, including some 1,000 members in the European Economic Area (EEA). ACT advocates an environment that inspires and rewards innovation. Its mission is to help members leverage their intellectual assets to raise capital, create jobs, and continue innovating.*

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*AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating better understanding of EU and US positions on business matters. Aggregate U.S. investment in Europe totalled €1.4 trillion in 2009 and currently supports more than 4.5 million jobs in Europe.*

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*The Business Software Alliance ([www.bsa.org](http://www.bsa.org)) is the world's foremost advocate for the software industry, working in 80 countries to expand software markets and create conditions for innovation and growth. Governments and industry partners look to BSA for thoughtful approaches to key policy and legal issues, recognizing that software plays a critical role in driving economic and social progress in all nations. BSA's member companies invest billions of dollars a year in local economies, good jobs, and next-generation solutions that will help people around the world be more productive, connected, and secure. BSA members include Adobe, Altium, Apple, Asseco Poland S.A., Attachmate, Autodesk, Autoform, AVEVA, AVG, Bentley Systems, CA Technologies, Cadence, Cisco, CNC/Mastercam, Corel, Dassault Systèmes SolidWorks Corporation, DBA Lab S.p.A., Dell, HP, Intel, Intuit, Kaspersky Lab, Mamut, McAfee, Microsoft, Minitab, NedGraphics, O&O Software, PTC, Progress Software, Quark, Quest, Rosetta Stone, SAP, Scalable Software, Siemens, Sybase, Symantec, Synopsys, Tekla, and The MathWorks.*

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# DIGITALEUROPE

*DIGITALEUROPE is the voice of the European digital economy including information and communication technologies and consumer electronics. DIGITALEUROPE is dedicated to improving the business environment for the European digital technology industry and to promoting our sector's contribution to economic growth and social progress in the European Union. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include 57 global corporations and 37 national trade associations from across Europe. In total, 10,000 companies employing two million citizens and generating €1 trillion in revenues.*

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*EMOTA, the European Multi-channel and Online Trade Association, represents 20 national associations in the European Union and beyond, which in turn represent about 2600 traders. As the association representing e-commerce and distance selling in the European Union the goals of EMOTA are to support the removal of any barriers for trade in the Single Market and to support the efforts towards increasing consumer trust in the Single Market, online and offline.*

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*The European Publishers Council (EPC) is a high level group of Chairmen and CEOs of Europe's leading media groups actively involved in multimedia markets spanning newspapers, magazines, online publishing, journals, databases, books and broadcasting. We have been communicating with Europe's legislators since 1991 on issues that affect freedom of expression, media diversity, democracy and the health and viability of media in the European Union. The overall objective has always been to encourage good law-making for the media industry.*

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*EuroISPA is the world's largest association of Internet Services Providers (ISPs) representing the interests of more than 1800 ISPs across the EU and the EFTA countries. EuroISPA is a major voice of the Internet industry on information society subjects such as cybercrime, data protection, e-commerce regulation, EU telecommunications law and safe use of the Internet ([www.euroispa.org](http://www.euroispa.org)).*

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*The Federation of European Direct Marketing (FEDMA) represents the direct marketing sector at European level. Its national members are the Direct Marketing Associations (DMAs) representing users, service providers, and media/carriers of direct marketing. FEDMA also has 200 company members in direct membership. The direct marketing sector represents an expenditure of over 30 billion Euro and employs over 1.5 million people directly, and many more indirectly, within the EU.*

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*IAB Europe is the voice of the online advertising sector through its 29 national associations representing more than 5,000 company members, as well as corporate members including Adconion, Adobe, ADTECH, Alcatel-Lucent, AudienceScience, BBC, CNN, comScore Europe, CPX Interactive, Criteo, e-Bay, Ernst & Young, Expedia Inc, Fox Interactive Media, Gemius, Goldbach Media Group, Google, GroupM, Hi-media, InSites Consulting, Koan, Microsoft Europe, MTV, Netlog, News Corporation, nugg.ad, Nielsen Online, Orange Advertising Network, Prisa, Publicitas Europe, Sanoma Digital, Selligent, Smartclip, Specific Media, Tradedoubler, Truvo, United Internet Media, ValueClick, White&Case, Yahoo! and zanox. Supported by every major media group, agency, portal, technology and service provider, IAB Europe coordinates activities across the region including public affairs, benchmarking, research, standards settings, and best practices.*

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*TechAmerica Europe (established in 1989) represents leading US high-tech companies with significant presence in Europe (Euro 100bn investment in 27 Member States and 500,000 employees). TechAmerica Europe is the EU office of TechAmerica, the oldest and largest high-tech Association in the US, which represents approximately 1,200 member companies of all sizes and from all sectors of the industry.*

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*WFA is the only global organization representing the common interests of marketers. It brings together the biggest markets and marketers worldwide, representing roughly 90% of global marketing communications spend, almost US\$ 700 billion annually. WFA champions responsible and effective marketing communications.*

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