

# KEEP EUROPE GROWING

16 December 2015

## **AFTER MORE THAN 4 YEARS OF HARD WORK IT'S DISAPPOINTING THAT EU POLICY MAKERS HAVE STUMBLER AT THE FINISHING LINE**

The trilogue talks on General Data Protection Regulation (GDPR) concluded yesterday. Whilst commitments to a political deadline have duly been observed, commitments to policy objectives have been ignored. Harmonisation, simplification, modernisation or any regard for Better Regulation principles - are not part of this package.

As a representative of the European Digital Industry, the Coalition is keenly aware of the urgency of creating an innovative and competitive Digital Single Market in Europe: European ICT investment and usage are dwarfed by those of the US; the productivity gap between the two blocs continues to widen.<sup>1</sup> Much was said about the potential of a data-driven economy to overcome this shortfall and set Europe on the path towards a more attractive and harmonised digital market.

Yesterday's GDPR deal has just made the path longer and more tortuous. By failing to provide the progressive policy balance in this foundational law for processing of data, the EU institutions have put at risk the digital transformation that Europe's economy sorely needs. Regarding the crippling sanctions and unjustified liability regime overhaul in particular, we are left with a system that will discourage innovation, breed uncertainty and cause confusion, without making EU citizens better off.

Given the many grey zones this text has opened, there is still important work to be done during the implementation phase of the Regulation. While we are deeply disappointed that our efforts over the last 4 years have not inspired legislators to adopt progressive and modern rules that would enable innovation without sacrificing privacy, we will continue to offer advice to the implementing bodies in the hope that Europe's digital future can be preserved by making this legislation if not fit-for-purpose, as workable as possible.



Rene Summer

Coalition spokesperson

---

<sup>1</sup> [http://europesworld.org/2015/03/13/five-steps-closing-transatlantic-productivity-gap/#.Vm\\_aXEorK01](http://europesworld.org/2015/03/13/five-steps-closing-transatlantic-productivity-gap/#.Vm_aXEorK01)

## ABOUT THE COALITION

*Our Coalition is made up of nineteen European companies, from SMEs to Global Multinationals and non-profit organisations operating in a variety of sectors on a national, regional and global scale. With an aggregate turnover (2013) of over € 158 billion and some 752,000 employees worldwide, our footprint allows us to bring growth, progress and jobs to the EU's economy. Our membership includes...*

*... a global leader in power and automation solutions...*  
*... the leading Central and Eastern European e-commerce company...*  
*... a productivity solutions provider of compressors, vacuum solutions, construction and mining equipment...*  
*... a non-profit organisation dedicated to collecting money to prevent and combat child cancer diseases...*  
*... a global leader in household appliances...*  
*... two providers of communications technology and services...*  
*... a designer, engineer, manufacturer and distributor of outdoor power products...*  
*... an investment company...*  
*... a SME provider of online marketing through search engine marketing, conversion and lead generation...*  
*... an e-commerce company providing payment services for online storefronts...*  
*... an engineering group in tooling, materials technology, mining and construction ...*  
*... an enterprise software corporation...*  
*... a global provider of heavy trucks and buses, engines and services...*  
*... a global provider of renewable solutions in packaging, biomaterials, wood and paper...*  
*... the leading university in technology and digital arts programmes...*  
*... a provider of business software and services to more than 340 000 business in the Nordics...*  
*... a producer and distributor of trucks, buses and construction equipment...*  
*... the leading company in advanced mobile services...*

*Our businesses are profoundly different but deeply united by the need for clear roles and responsibilities, open cross-border data flows, balanced codified sanction guide lines, effective one stop shop and absence of overly prescriptive rules as fundamental conditions for long-term growth, competitiveness and prosperity, for both us and the economies in which we operate.*

For further information please visit us [www.europeandatacoalition.eu](http://www.europeandatacoalition.eu) or contact us at [info@europeandatacoalition.eu](mailto:info@europeandatacoalition.eu)