

KEEP EUROPE GROWING

22 October 2015

RE: EUROPEAN JOBS, GROWTH, COMPETITIVENESS, DIGITAL ECONOMY AND DATA PROTECTION

Dear Prime Minister,

In Brussels, negotiators from the European Institutions are poised to take critical decisions on data protection reform that have the potential to severely limit the future of Europe's digital economy. If the right regulatory conditions are not created, Europe will lose the opportunity of spearheading the ongoing digital revolution. On behalf of the [European Data Coalition](#), I am asking you to use your influence to ensure that the result of these negotiations does not block Europe from becoming a leader in the global digital market.

As the OECD has emphasised, [data-driven innovations](#) are driving us to "the cusp of a new era" with enormous benefits that could "play a transformative role" for our society. It is critical that we embrace these innovations and the opportunities offered by technologies such as big data analytics, cloud, Industrial Internet and the Internet of Things, rather than shying away from them. The goal of creating a Digital Single Market, long trumpeted as a flagship European policy, demands nothing less.

The current state of play in the negotiations suggests, however, that these opportunities might be wasted. Too many times, tunnel vision on privacy has dominated the debate. Participants have come to view all data processing as dangerous and overlooked the enormous value that data flows and digital innovations can create in terms of jobs, productivity and growth. This is to say nothing of the social welfare that could be created through data-driven advances in health, science, education and public administration. In order to safeguard these future benefits, we appeal for the following actions:

1. Create incentives and reduce administrative burdens in order to stimulate investment in data-driven innovation, making the EU the first go-to market for new services launches;
2. Harmonise data protection rules, removing the unnecessary costs created by the current fragmented system;
3. Secure European companies access to global markets as well as a place within digital global value chains by facilitating open and secure data transfers with international partners;
4. Maintain clear and separate roles and responsibilities between controllers and processors in the data processing value chain;
5. Provide a proportionate sanctions regime that punishes non-compliance but avoids draconian measures that would discourage investment in data-driven innovations.

On the positive side, these outcomes are all still achievable within the current negotiations. If we support the right combination of proposals on the table, particularly those put forward by the Council, Europe can continue to protect the fundamental right to privacy while also producing an innovation friendly regulation that contributes to creating jobs, growth and investment. We urge you to carry these concerns to the President of the European Commission and the President of the European

Parliament, as well as to use your position within the European Council to ensure that a text respecting these positions is passed. With your help we can create a Europe that embraces its digital future.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Rene Summer', with a stylized, flowing script.

Rene Summer
Coalition Spokesperson

In copy:

Mr. Donald Tusk, President of the European Council
Other 27 Heads of Government of the Member States of the European Union
Ministers of Justice of the Member States of the European Union

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 or contact us at info@europeandatacoalition.eu