



New EU rules on data protection: a missed opportunity

- Agreement fails to stimulate competitiveness

(Brussels, 16 December 2015)

Reacting to the announcement of the political agreement between the EU Council and Parliament on data protection, Markus J. Beyrer, Director General of BUSINESSEUROPE, said:

“BUSINESSEUROPE welcomes that after long discussions a final deal has been found on the General Data Protection Regulation. However, we regret that these rules fail to include some key elements that could stimulate competitiveness and do not strike the right balance between protecting citizens and enabling free movement of data in the digital single market.”

Even though the new regulation will lead to harmonisation of data protection rules at European level, it is also a missed opportunity for bringing further harmonisation in the digital single market. It also fails to put in place a really meaningful one-stop shop, which should have provided an effective system of “one decision, one outcome” for cross-border cases. These rules will bring new burdens for companies and create a disproportionate framework of sanctions.

Background: The political agreement on the General Data Protection regulation was found during the trilogue discussions on 15 December. You can find BUSINESSEUROPE position [here](#).

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