

BRUSSELS, 21 September 2017

DIGITALEUROPE welcomes Privacy Shield annual review

The first annual review of the Privacy Shield Agreement (September 18, 2017), the framework to protect EU citizens' fundamental rights when their personal data is transferred to the US, was an occasion for both the EU and the United States to reaffirm their commitment to the Agreement's successful implementation.

DIGITALEUROPE welcomes the review and calls both sides to take a constructive approach to the process. By doing so, the partners will send a strong signal in favour of a fruitful cooperation on privacy and data transfers globally.

One year on, the agreement is of a great importance for the businesses to expand their activities across the Atlantic. It provides a legal framework for businesses to continue ensuring a high level of data protection in their transatlantic data transfers; over 2 000 companies (many of which SMEs) have already self-certified under Privacy Shield.

DIGITALEUROPE calls for support from all stakeholders involved – this is paramount to the Privacy Shield continuous credibility. This will contribute to increased business activity both in the EU and the US. We are grateful to the US government and to the European Commission for their continuing efforts in improving the legal certainty on the privacy in personal data transfers. DIGITALEUROPE and its members remain committed to collaborating with likeminded organizations and policy makers to ensure that the agreement remains a milestone of the transatlantic cooperation on data flows.

For more information about this press release, contact:

Lionel Sola, Director of Communications and Political Outreach

lionel.sola@digitaleurope.org

Rasmus Theede, Policy Director

rasmus.theede@digitaleurope.org

ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE's members include in total 25,000 ICT Companies in Europe represented by 61 corporate members and 37 national trade associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

DIGITALEUROPE MEMBERSHIP

Corporate Members

Adobe, Airbus, Amazon, AMD, Apple, BlackBerry, Bose, Brother, CA Technologies, Canon, Cisco, Dell, Dropbox, Epson, Ericsson, Fujitsu, Google, Hewlett Packard Enterprise, Hitachi, HP Inc., Huawei, IBM, Intel, JVC Kenwood Group, Konica Minolta, Kyocera, Lenovo, Lexmark, LG Electronics, Loewe, Microsoft, Mitsubishi Electric Europe, Motorola Solutions, MSD Europe Inc., NEC, Nokia, Nvidia Ltd., Océ, Oki, Oracle, Panasonic Europe, Philips, Pioneer, Qualcomm, Ricoh Europe PLC, Samsung, SAP, SAS, Schneider Electric, Sharp Electronics, Siemens, Sony, Swatch Group, Tata Consultancy Services, Technicolor, Texas Instruments, Toshiba, TP Vision, VMware, Western Digital, Xerox, Zebra Technologies.

National Trade Associations

Austria: IOÖ

Belarus: INFOPARK

Belgium: AGORIA

Bulgaria: BAIT

Cyprus: CITEA

Denmark: DI Digital, IT-BRANCHEN

Estonia: ITL

Finland: TIF

France: AFNUM, Force Numérique, Tech in France

Germany: BITKOM, ZVEI

Greece: SEPE

Hungary: IVSZ

Ireland: TECHNOLOGY

IRELAND

Italy: ANITEC

Lithuania: INFOBALT

Netherlands: Nederland ICT, FIAR

Poland: KIGEIT, PIIT, ZIPSEE

Portugal: AGEFE

Romania: ANIS, APDETIC

Slovakia: ITAS

Slovenia: GZS

Spain: AMETIC

Sweden: Foreningen Teknikföretagen i Sverige, IT&Telekomföretagen

Switzerland: SWICO

Turkey: Digital Turkey Platform, ECID

Ukraine: IT UKRAINE

United Kingdom: techUK