

## Cybersecurity: voluntary codes of conduct must be encouraged

Brussels, 19 September 2017

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Even though DIGITALEUROPE welcomes the European Commission push for cybersecurity - highlighted last week in President Juncker's State-of-the-Union speech and presented today to the media – we are concerned by the potential consequences of an EU certification and labelling framework which is not fit-for-purpose.

In this respect, DIGITALEUROPE firmly believes in the importance of common international cybersecurity standards and certification - as well as in the need for close involvement of the industry. We believe that voluntary codes of conduct must be encouraged and considered a more trustworthy and feasible approach. It would enhance cybersecurity globally. It would also lead to fairer and safer access to global markets for European companies.

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In addition, you can see DIGITALEUROPE's press statement released on 13 September 2017: ["DIGITALEUROPE welcomes the decision of the European Commission to beef up cybersecurity and recognises that joint efforts are necessary to address cybercrime with no delay"](#).

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## 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>

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