

DIGITALEUROPE welcomes Privacy Shield second annual review

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DIGITALEUROPE welcomes the European Commission's report on the second annual review of the EU-US Privacy Shield. The Commission's findings reaffirm the ongoing EU and US commitment to the framework, which is an essential tool for transatlantic data flows that are part and parcel of the European economy.

'We are glad to see the dedication with which both the European Commission and the US administration have undertaken the review,' said Cecilia Bonefeld-Dahl, Director-General of DIGITALEUROPE. *'The considerable preparations that went into this year's review as well as its final results show that Privacy Shield is working in the best interest of EU citizens. The framework is a living instrument that must continue to count on goodwill and engagement on both sides in order to fulfil its protections,'* she concluded.

Since the first annual review, the functioning of the framework has been improved concerning both the commercial and national security provisions. The confirmation of new members of the bipartisan Privacy and Civil Liberties Oversight Board (PCLOB), the declassification of the PCLOB report on the implementation of Presidential Policy Directive 28 and cooperation efforts with European data protection authorities to improve understanding and implementation of Privacy Shield are all very welcome developments that increase trust and transparency in the framework. Moreover, the US Federal Trade Commission and Department of Commerce have renewed their commitment to enforcing the framework against infringing companies.

DIGITALEUROPE remains fully supportive of the continued involvement from all stakeholders on both sides of the Atlantic. Scrutiny by both parties is imperative in order to ensure that Privacy Shield's stringent data protection requirements continue to be abided by.

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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 over 35,000 ICT Companies in Europe represented by 66 Corporate Members and 40 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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