

DIGITALEUROPE statement on Cambridge Analytica and ePrivacy

Brussels, 16 April 2018

Following revelations that firm Cambridge Analytica has improperly harvested the information of up to 87 million Facebook users, Cecilia Bonefeld-Dahl, Director General of DIGITALEUROPE, released the following statement:

“The Cambridge Analytica revelations are being used by some as evidence that the proposed ePrivacy Regulation is necessary to avoid similar intrusions in people’s privacy in the future. While we obviously regret the maltreatment of citizens’ data around the globe, let us be very clear: the answer in Europe is the GDPR, not ePrivacy.

The requirement to obtain consent and how this should be done? Defined under the GDPR. The responsibilities of the entities processing the data? Defined under the GDPR. Who should punish entities who break the rules, their powers to investigate and the levels and types of remedies and sanctions? You guessed it, defined under the GDPR. It’s no coincidence that the GDPR has never received so much public praise and attention internationally.

The real debate about ePrivacy should focus on whether the new rules will be appropriate across the vast array of services and devices that fall under its scope. The proposed Regulation’s overreliance on consent will hamper data uses that don’t hurt people’s privacy but generate more security, better services and innovation in the digital and industrial sectors. Europe needs to take stock of Cambridge Analytica to be even prouder of the GDPR and fully align ePrivacy with it”.

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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 25,000 ICT Companies in Europe represented by over 60 Corporate Members and 38 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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