

FOR IMMEDIATE RELEASE

PRESS RELEASE

Free flow of data proposal: a win for consumers and businesses

Brussels, 19 September 2017 – The Commission’s proposal on the free flow of non-personal data aims to put an end to unjustified data localisation rules across the EU. In today’s economy, all industry sectors rely on data to provide better products and services to their customers. The initiative will enable European consumers and businesses to reap the full benefits of the data-driven economy.

Susan Danger, CEO, AmCham EU, said: ‘The Commission put forward a strong proposal. By banning data localisation requirements and increasing transparency around Member State practices, it removes one of the key barriers to building a European data economy.’ She added: ‘It is hard to imagine a functioning Single Market where goods, services, capital and people move freely, but where data would stop at national borders.’

As the proposal moves through the legislative process, the American Chamber of Commerce to the EU (AmCham EU) calls for a swift adoption by the Council and the European Parliament. Ensuring strong monitoring and enforcement mechanisms will be particularly critical to the success of the proposal. On the contrary, extending the scope of exceptions beyond the grounds of justified public security would strongly limit the framework’s effectiveness.

###

About AmCham EU

AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating better understanding of EU and US positions on business matters. Aggregate US investment in Europe totalled more than €2 trillion in 2016, directly supports more than 4.5 million jobs in Europe, and generates billions of euros annually in income, trade and research and development.

For further information, please contact Thibaut L’Ortye, Senior Content Adviser (TLO@amchameu.eu; +32 2 289 10 39).