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**FOR IMMEDIATE RELEASE**

## **PRESS STATEMENT**

### **Implementation of new data protection law needs industry engagement**

**Brussels, 14 April 2016** - The American Chamber of Commerce to the European Union (AmCham EU) has taken note of today's vote in the European Parliament and would encourage national governments and Data Protection Authorities (DPAs) to consult with industry throughout the implementation phase of the new General Data Protection Regulation (GDPR) to ensure consistency across Member States.

Susan Danger, Managing Director, AmCham EU stated that: 'Our member companies have operations all across the EU and we would urge those responsible for the implementation of the new law to engage with them. We have been part of this discussion for the past four years and will continue through the implementation phase.'

The new law could lead to national governments and DPAs having significant room to manoeuvre when it comes to setting and applying different rules in the different Member States. Additional detail will also be established through various mechanisms, including implementing acts and guidelines and opinions of the new European Data Protection Board. Without workable, pragmatic and harmonised approaches, this could increase the already substantial workload on small-and-medium-sized enterprises, potentiality stifling competitiveness and creativity.

AmCham EU remains committed to working closely with policy-makers to ensure consistency in the implementation of the new law across all EU Member States.

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#### **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.

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