Secure Foundation for Transatlantic Data Exchange Established

EU-US Privacy Shield allows for growth opportunities in the digital industry sector and strengthens transatlantic partnership

Today, EU Commissioner for Justice Jourová and US Secretary of Commerce Pritzker presented the EU-US Privacy Shield, which re-establishes a secure legal foundation for transatlantic data exchange, in Brussels. Thomas Jarzombek, spokesperson of the German Bundestag’s CDU/CSU parliamentary group task force "Digital Agenda", and Marian Wendt, the official rapporteur, stated with regard to that:

Thomas Jarzombek: "The new agreement re-establishes a common legal framework for transatlantic data exchange. Hence, it is good news for start-ups and the European digital industry’s midmarket segment. The legal foundation for them to use cloud-based services without a high level of bureaucracy has been reestablished. This enables them to engage on a level playing field with their competitors. More than 4,500 companies had made use of transatlantic data exchange on the grounds of the predecessor agreement – mostly start-ups and SMEs, small and medium-sized companies. The EU-US Privacy Shield is a sound foundation for the success of the fastest growing sector of the European economy."

Marian Wendt: "The Privacy Shield is a success for data protection in Europe. Protection for the fundamental rights of European citizens is guaranteed, but at the same time, data flow is made possible. This both strengthens Europe's economic market position and increases trust in the transatlantic partnership. Aspects such as the U.S. pledge to rule out deliberate mass surveillance or the establishment of the office of an ombudsperson which EU citizens can contact show that this agreement is both favorable and stable. It shows that Europe and the United States negociate as equals."

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