



For Immediate Release

May 23, 2017

Press Contact:

Phone: +1 202 828 9102

info@transatlanticbusiness.org

PRESS RELEASE

TABC Adopts a Position on the European Commission's Proposal for an E-Privacy Regulation

Washington – Today, the Trans-Atlantic Business Council (TABC) released a position paper on the European Commission's Proposal for an ePrivacy Regulation. The TABC position paper highlights concerns of the transatlantic business community with respect to the discriminatory effects of the regulation to "electronic communication services" and the misalignment with the upcoming General Data Protection Regulation (GDPR).

TABC welcomes a modernized European privacy framework that will ensure consumer trust in electronic communications and allows companies enough flexibility to innovate, as the landmark GDPR will accomplish once implemented in 2018. However, the ePrivacy Regulation, as currently drafted, falls short of an ideal framework.

TABC encourages EU policy-makers to adjust the proposal to meet its desired goal of harmonizing the privacy framework related to electronic communications within the EU and to ensure that telecommunications and other services are not subject to unjustified additional regulations. In our paper, we (1) illustrate that the proposal fails to follow a transatlantic trend away from technology sector-specific regulations on data privacy, (2) argue that the conditions necessary to process metadata are far too narrow and ultimately misalign with the GDPR, and (3) express significant concerns with expanding the ePrivacy Regulation to apply to machine-to-machine (M2M) communications which could significantly deter investment in IoT innovation.

Strong incentives for continued investment in the EU and the U.S. in secure and high-speed communications infrastructure are necessary to meet the demands of a digital economy. TABC believes that only a balanced and technology-neutral privacy framework will provide the necessary incentives to achieve this goal.

###

The Trans-Atlantic Business Council (TABC) is the only truly transatlantic business association representing both European and American companies on international trade, investment, and regulatory issues impacting the transatlantic business environment. TABC provides the platform for development of common public policy positions and serves as the interlocutor between EU and U.S. government officials, legislators, the business community, and the broader public on these policy recommendations. TABC works with companies across multiple sectors and policy levels, including the strategic level with the Trans-Atlantic Business Dialogue (TABD), a program which brings together high level executives and government officials.

Brussels & Washington

www.transatlanticbusiness.org

TABC provides a platform for EU and U.S. companies to develop common positions on policy issues impacting the transatlantic economic space.