

7 May 2002

**DATA PROTECTION:  
UNICE URGES EUROPEAN PARLIAMENT TO ENDORSE REALISTIC AND  
WELL BALANCED POSITION**

After a passionate and lengthy legislative process, the European Parliament (EP) will be concluding the second reading phase on a proposed Directive for the protection of privacy in electronic communications during its plenary session on 15 May 2002.

UNICE, the voice of business in Europe, welcomes the Second Reading Recommendation adopted by the European Parliament's Committee on Citizens' Freedoms and Rights, Justice and Home Affairs on 18 April 2002 and urges Members of the European Parliament to endorse it.

On key issues such as cookies, unsolicited communications, data retention and directories, **the Committee has taken realistic and well-balanced views** which provide a workable solution to ensuring adequate privacy protection throughout the Internal Market.

For example, regarding Cookies, recognised as "*legitimate and useful website tools*", the Committee strikes a fair balance between protection of privacy and information of Internet users and subscribers and avoids unnecessary barriers to a user-friendly Internet: the subscriber or user shall have access to clear and comprehensive information about cookies and will be offered the right to refuse them.

UNICE calls on Members of the European Parliament to support the Committee Recommendation because it will enable Internet users to make an informed choice about the possibilities of their personal data being processed without stifling further Internet penetration in Europe because of unnecessary barriers.

You may access the full transcript of UNICE's position paper at the following address:

[http://www.unice.org/unice/docum.nsf/AllDocumentsSearchEng/8808EBA6E5D617B4C1256B96004A980C/\\$File/020405Privacy.pdf](http://www.unice.org/unice/docum.nsf/AllDocumentsSearchEng/8808EBA6E5D617B4C1256B96004A980C/$File/020405Privacy.pdf)

*Note to the editor:*

UNICE is the official voice of more than 16 million small, medium and large companies active in Europe, employing over 106 million people. Active in European affairs since 1958, UNICE's members are 34 central industrial and employers federations from 27 countries, working together to achieve growth and competitiveness in Europe.

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