

BUSINESSEUROPE



**Strengthening Data Protection
Standards in Europe:
Towards a Harmonised European
Digital Market**

*Ensuring Innovation and Growth in Europe's
Digital Economy*

Key issues

- Data protection rules key for all sectors
- Data are the backbone of the digital economy
- An enabling framework to process data
- Single market: consistent application of rules
- Trust is crucial



An enabling framework to process data

- Businesses need to process data
- Innovation based on data use
- Benefits for consumers, companies and society
- Avoid unnecessary obstacles to processing
- Enable international data flows



Single market: consistent application of rules

- More legal certainty, less burdens
- One stop-shop: a major improvement
- Data protection authorities:
 - Clear and harmonised competences, duties and powers



Conclusion - trust

- Security and trust: main challenges in the digital economy
- Restricting collection, use and transfer of data is not the solution
- Enhance consumers' confidence



Thank you !

For more information

www.business europe.eu

