



Making the free flow of data a reality

(Brussels, 6 November 2018)

Today, Council voted in support of the EU regulation on the free flow of non-personal data in the EU. This is the last step in making this regulation a law which will enter into force by the end of the next year. We congratulate all institutions on remaining ambitious. It was crucial to end unjustified national measures that force data to be geographically located when processed or stored.

BusinessEurope President Pierre Gattaz said:

“Data knows no boundaries and its free flow across the Single Market will give a major boost to the European data economy.

The new regulation will end the fragmentation of the Digital Single Market caused by unjustified national data localisation measures. This is crucial for the proper functioning of modern technologies and unrestricted trade in goods and services within the EU. It is also good for consumers whose apps, streaming, storage and online shops rely on the free data movement.

The free flow of data will support cybersecurity technologies ensuring we have a better protected market and aiding our bid in the global Artificial Intelligence race to become a world leader in innovative technologies.

Now that the EU has got its own backyard in check, we look towards the institutions to support greater international data flows.”

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BUSINESSEUROPE

Contact:

Peter Sennekamp
Director of Communications
168 Avenue de Cortenbergh
1000 Brussels – Belgium
GSM : +32 496 919 315
p.sennekamp@businesseurope.eu

Sofiya Yevchuk
Senior Press and Media Adviser
168 Avenue de Cortenbergh
1000 Brussels - Belgium
Tel : +32 (0) 2 237 65 03
s.yevchuk@businesseurope.eu