



**Commissioner Věra Jourová**  
Commissioner for Justice, Consumers and Gender  
Equality  
European Commission  
Rue de la Loi 200  
BE - 1049 Brussels

15 September 2015

Dear Commissioner,

***BUSINESSEUROPE message on the General Data Protection Regulation in view of the  
trilogue discussions***

**A balanced set of rules to benefit the European digital economy**

The EU digital economy and the future of EU companies – thus Europe's global competitiveness - rely on the collection and processing of personal data. Data-driven innovation can leverage € 330 billion a year in the EU by 2020. The use of data will heavily affect the digitalisation of EU industry – thus Europe's global competitiveness. Cloud computing, Internet of Things and big data will transform both manufacturing processes and services, increasing efficiency in all sectors. Data collection, storage and processing is central to developing and adopting digital services.

We acknowledge the efforts and the good progress made during the last months of negotiations on the draft data protection Regulation. It is time to make the right decisions if we want the new data protection framework to benefit – not hamper – the EU digital economy.

It is essential that the new Regulation ensures a more harmonised regulatory framework and level-playing field in the EU digital single market. It is an opportunity to eliminate existing differences and divergences in the interpretation and implementation of the current data protection rules. It is also an opportunity to create a predictable and flexible regulatory framework that ensures both the protection of citizens' privacy and the adaptation of the legislative system to the needs of data-driven innovation. We cannot miss this opportunity.

We urge the trilogue negotiators to take into account the following elements to avoid undermining the competitiveness of the EU vis-à-vis our global competitors. Where possible, we indicate for each specific topic which version of the text – Commission, Parliament or Council – BUSINESSEUROPE can support.

We trust you will take our views into consideration and we look forward to discussing these important matters further with you. We are sending similar letters to the trilogue negotiators in the European Parliament and the Council.

Yours sincerely,



Markus J. Beyrer