



E-PRIVACY LOBBYING



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Introduction

- Voting in October 2017
- Question of data security



Industry lobbies - use data for advertising purposes

versus

EDPS, digital campaigners and consumer advocates - demand optimum data privacy for users

- completion to GDPR to:
 - provide control over data to users
 - business data
- representing big internet firms (Amazon, FB, Google, Orange, Deutsche Telekom, Vodafone)

WHO ?

Digital technologies industry

DIGITALEUROPE 

Advertising

iab. france

Publishers

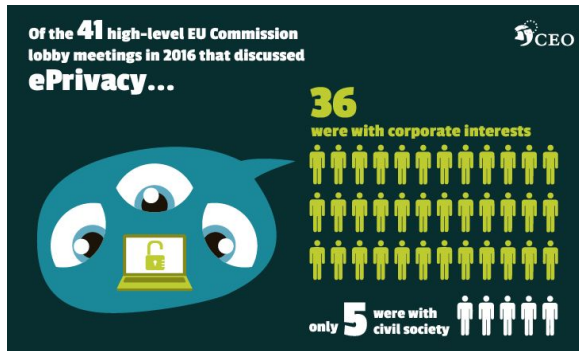




WHY ?



HOW ?



Number of lobbyists (as full time equivalent) and meetings since 2014 by lobby organization:

Lobby organizations	Number of lobbyist (as full time equivalent)	Number of meetings since 2014
Computer and Communications Industry Association (CCIA)	2.75	39
DigitalEurope	9.75	107
European Association of Communications Agencies (EACA)	1.75	4
European Digital Media Association(EDiMA)	3	20
The European Interactive Digital Advertising Alliance (EDAA)	0.25	3
European Magazine Media Association (EMMA)	5.25	46
European Newspaper Publishers' Association (ENPA)	4	35
European Telecommunications Network Operators' Association (ETNO)	3	51
Federation of European Direct and Interactive Marketing (FEDMA)	1.5	9
GSMA Europe	6.75	33
Interactive Advertising Bureau (IAB) Europe	2.75	9



HOW MUCH ?



Budget for each lobby organization:

Lobby organizations	Budget (in €)
Computer and Communications Industry Association (CCIA)	300,000-399,999 for 2015
DigitalEurope	1.9 million for 2016
European Association of Communications Agencies (EACA)	Less than 9,999 for 2015
European Digital Media Association(EDiMA)	100,000-199,999 for 2015 and 2016
The European Interactive Digital Advertising Alliance (EDAA)	Less than 9,999 for 2015
European Magazine Media Association (EMMA)	400,000-499,999 for 2016
European Newspaper Publishers' Association (ENPA)	340,000 for 2016
European Telecommunications Network Operators' Association (ETNO)	1,000,000-1,249,999 for 2016
Federation of European Direct and Interactive Marketing (FEDMA)	50,000-99,999 for 2016
GSMA Europe	1,000,000-1,249,999 for 2016 and 2017
Interactive Advertising Bureau (IAB) Europe	300,000-399,999 for 2016

RESULTS



- new "Regulation" will **fully apply across all EU markets**
- will be cycled with **GDPR**, enhancing it in technological developments (Internet of things)
- scheduled alongside GDPR in **25 may 2018**

- the previous directive was "Cookies law"
- **now there is a broader scope**



Changes made

COOKIES - the **most debated** aspect within the digital advertising sector (concerns of lost revenue), abolish cookie banners -> move settings into browser



ELECTRONIC COMMUNICATIONS - provide more strict consents over communication channels (Whatsapp, Skype) for data and metadata

SOFT OPT-IN - will be retained in limited circumstances (offering similar products etc), unsubscribe option should still be available

B2B CONSENT - the **most controversial** aspect is B2B marketing communications and the requirement of corporate email address





Cost to companies

- Hiring new staff and investing in software
- Members of Fortune 500: - will spend combined \$7.8bn -> 16m each
 - will hire 5 privacy dedicated employees
 - additional 5 employees to handle the compliance rules
- Businesses face penalties for breaking rules - maximum of 20m€ or 40% of annual turnover, whichever is larger