

**Question for written answer E-005110/2017/rev.1
to the Commission**
Rule 130
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Subject: Businesses adapting to new EU requirements on the protection of personal data

The digital revolution is changing the reality of life and work for the better. New technologies come with certain risks, particularly regarding the protection of personal data, which may not be processed without users' knowledge and consent.

On 25 May 2018, the General Personal Data Protection Regulation will come into force. This aims to increase data protection, including by ensuring easier access for individuals to data relating to themselves, guaranteeing the opportunity to apply the 'right to be forgotten' and applying mechanisms to keep the processing of data to a minimum, for example by using default settings on social networking sites. The new rules should be seen as positive and desirable. Their application is, however, a challenge for businesses, especially in the rapidly changing area of e-commerce. Furthermore, e-commerce will also have to deal with the new e-Privacy Regulation, which will regulate issues including cookies, telemarketing and e-mail marketing and lay down rules on the use of metadata.

In this connection, what is the Commission's assessment of how well prepared businesses operating in the area of e-commerce are for the full application of the General Personal Data Protection Regulation? Is there a possibility that the new e-Privacy Regulation will not enter into force as anticipated on 25 May 2018, which would be detrimental from the point of view of the coherence of EU action to protect personal data?