



Seminar for journalists

The EU data protection reform

Tuesday 14 May 2013, 14:00 - 17:30 hrs
Wednesday 15 May 2013, 10:00 - 13:30 hrs

Room 4B001, Paul Henri Spaak Building

European Parliament, Brussels

Draft programme

Day one: Tuesday 14 May 2013

- from 13:30 **Arrival and registration**
(Altiero Spinelli building, entrance via Agora Simone Veil)
- 14:00 - 14.30 **Opening - Introduction to the seminar**
Yannis Darmis & Paula Fernández Hervás, EP officials, Press Service
- An introduction to the European Parliament**
Decision-making in the European Union and the role of the Parliament
Jack Blackwell, EP official, Press Service
- 14:30 - 15:15 **The EU data protection reform: introductory briefing on the legislation**
(off-the-record)
Technical briefing: proposals from the European Commission, procedures and state of play in the European Parliament Committee on Civil Liberties, Justice and Home Affairs
José Manuel de Frutos Gomez, EP official, secretariat of Civil Liberties, Justice and Home Affairs Committee
Natalia Dasilva, EP press officer for Civil Liberties, Justice and Home Affairs
- Moderated by: Doichin Cholakov, EP official, Press Service*
- 15:15 - 17:30 **Stakeholders' perspective - face to face discussions**
with Q&A session after each topic
Moderated by: Claire Davenport, EU journalist REUTERS
- Privacy in the age of cloud computing
Jean GOMIÉ, Director of Privacy Policy Europe, Middle East and Africa for Microsoft
Jérémie ZIMMERMANN, Spokesperson for La Quadrature du Net
- Limits and implications of profiling
Kimon ZORBAS, Vice-President Interactive Advertising Bureau Europe (IAB)
Joe McNAMEE, European Digital Rights (EDRI)
- Should I have a right to be forgotten?
Sébastien de BROUWER, Executive Director Retail, Legal, Economic & Social Policy, European Banking Federation
Nuria RODRIGUEZ, Senior Legal Officer European Consumers' Organisation (BEUC)

Day two: Wednesday 15 May 2013

10:00 - 11:00 **The EU data protection reform - Views from the European Commission and the European Data Protection Supervisor**
Richard SZOSTAK, Cabinet member in charge of data protection - Cabinet of Vice-President and Commissioner for Justice, Fundamental Rights and Citizenship Viviane Reding, European Commission
Hielke HIJMANS, Head of Unit Policy & Consultation, European Data Protection Supervisor

Q & A session

Moderated by: Jack Blackwell, EP official, Press Service

11:00 - 13:15 **The EU data protection reform - Parliament's political perspective**
Exchange of views with Members of Parliament from the Civil Liberties, Justice and Home Affairs Committee

MEP Jan Philipp ALBRECHT (GREENS/EFA, DE), Rapporteur for the General Data Protection Regulation
*MEP Dimitrios DROUTSAS (S&D, EL), Rapporteur for the General Data Protection Directive - **tbc***
MEP Axel VOSS (EPP, DE), Shadow rapporteur
MEP Seán KELLY (EPP, IE), Rapporteur for opinion - Committee on Industry, Research and Energy
MEP Sophia in 't VELD (ALDE, NL), Shadow rapporteur
MEP Timothy KIRKHOPE (ECR, UK), Shadow rapporteur
MEP Gerard BATTEN (EFD, UK)

Q & A session

Moderated by: Michel Plumley, EP official, Press Service

13:15 - 13:30 **Concluding remarks**
MEP Jan Philipp ALBRECHT (GREENS/EFA, DE), Rapporteur for the General Data Protection Regulation

BACKGROUND

The European Parliament's press service is holding a seminar on the EU data protection reform, which is currently being scrutinised by the Parliament. Invited journalists from the 27 Member States will have the opportunity to discuss the issues with MEPs, representatives from the European Commission and EU Council of Ministers and stakeholders.

The legislation consists of a general data protection regulation and a personal data protection directive which update existing legislation from 1995 (a directive and framework decision) taking into account developments in the field, in particular relating to the internet. According to a recent Eurobarometer survey, 70% of Europeans are concerned that their personal data may be misused and 72% of internet users in Europe worry that they are asked for too much personal data online.

Key points of the regulation (replacing the old directive)

Citizens

- **Limits to profiling:** gives consumers the ability to block many forms of online web tracking and online targeted advertising. Would only allow web businesses to collect data and profile individuals if they give their explicit consent (profiling: observing, collecting and matching people's personal data online to analyse or predict a person's behaviour).
- **Right to be forgotten:** data controllers (social networks, online shops, online banking services etc.) will be obliged to delete and remove personal data on those who request it if there are no legitimate reasons for retaining it. Users will also be able to ask for rectifications.
- **Clear, plain language.** When explaining their privacy policies, data processors (e.g. web businesses, search engines, social networks) will have to use clear, plain language and avoid legal jargon.
- **Explicit consent:** wherever consent is required for data to be processed, it will have to be given explicitly, rather than assumed as is sometimes the case now.
- **Data portability:** it should be easier to transfer personal data from one service provider to another.

Companies

- **A clear, single set of rules** (savings for companies estimated at around €2.3 billion a year).
- **Cuts red tape** (savings estimated at around €130 million a year).
- **Sanctions** possible fines of up to €1 million or up to 2% of a company's global annual turnover.
- Companies with more than 250 employees should designate a **data protection officer**
- Companies to notify to a **single national data protection authority** in the EU country where they have their main base. At the moment, companies must notify to each national authority.

Major debated issues: limits of the **right to be forgotten** (for example, when it conflicts with freedom of expression), **the right to informed, explicit consent** and **data portability**. On the companies' side, the **level of sanctions** and the **obligation to appoint a data protection officer** have attracted particular attention.

Key points of the directive (replacing the old framework decision)

- deals with data protection in the context of criminal investigations
- replaces framework decision of limited scope as only applies to cross-border data processing
- has to deal with major differences of tradition in Member States
- UK, Ireland and Denmark are not bound by directive

Key dates

Commission proposal: 25/01/2012

Committee orientation vote: first half of 2013

First reading in plenary expected (agreement): end 2013/beginning 2014

Council adoption of common position expected: Irish Presidency

Once adopted, Member States will have 2 years to apply these rules

Contacts in the EP press service

Paula Fernández Hervás	+32 498 98 32 36
Doichin Cholakov	+32 498 98 39 86
Jack Blackwell	+32 498 98 34 00