

22 March 2018

## European advertising and media associations call for EU Governments to recognise the need for deep alignment on data protection between EU27 and the UK after Brexit.

Ahead of the European Council discussions on 22 and 23 March on the Brexit transitional period and in light of the 19 January Commission notice to stakeholders on the withdrawal of the UK and EU rules in the field data protection, we call on the European Commission to secure a new and positive relationship between the EU and UK following Brexit that will recognise the UK's deep alignment with the EU on data protection policy. Central to this relationship should be an agreement for the Information Commissioner's Office to continue to participate fully in the European Data Protection Board.

The UK will be in a unique position upon Brexit because the GDPR will be applicable in the UK from 25 May 2018. It will be a positive step forward to capitalise on this in order to ensure minimal disruption for consumers and businesses operating across EU borders.

Advertising and marketing are at the heart of the European economy and play a vital role in driving economic growth. Research shows that every €1 invested in advertising generates €7 to EU GDP, meaning that the €92 billion spent on advertising in 2014 is estimated to have contributed €643 billion to GDP, representing 4.6% of overall EU GDP.

The transfer and use of user data is an essential element in cross-border trade in every sector. European Commission figures show that the data economy was worth almost €300 billion in 2016 and has a projected value of €739 billion by 2020.

Striking such a deal would be vital for the European economy, and in particular for the thousands of businesses that thrive and rely on being able to exchange personal data freely across EU borders.

This statement is supported by the companies and industry associations represented below as well as their members, representing significant national markets across the EU.



**ACT:** Association of Commercial Television in Europe

**Advertising Information Group:** Advertising Association, Wirtschaftskammer Österreich (Austria), Zentralverband der deutschen Werbewirtschaft (Germany)

**AAC:** Assocom – Associazione Aziende di Comunicazione (Italy)

**AACC:** L'Association des Agences-Conseil en Communication (France)

**APAP:** Associação Portuguesa das Agências de Publicidade, Comunicação e Marketing (Portugal)

**CFP Europe:** Commercial Film Producers of Europe

**DMA:** Direct Marketing Association

### **Discovery Communications**

**EACA:** European Association of Communications Agencies

**EGTA:** European Association of Television and Radio Sales Houses

**EMMA:** European Magazine Media Association

**EPC:** European Publishers Council

**FEDMA:** Federation of Direct and Interactive Marketing

### **Google**

**IAA:** International Advertising Association

**IAB UK:** Internet Advertising Bureau UK

**IDM:** The Institute of Direct and Digital Marketing

**IPA:** The Institute of Practitioners in Advertising

**IPM:** The Institute of Promotional Marketing

**ISBA** – The Voice of British Advertisers

**Kom!:** Sveriges Kommunikationsbyråer (Sweden)

**MRS:** Market Research Society

### **Outsmart**

**PPA:** Professional Publishers Association

**SAR:** Stowarzyszenie Komunikacji Marketingowej (Poland)

### **Unilever**