

## **PRESS RELEASE**

### GDPR far from meeting its original objectives

Brussels, 16 December 2015 – EDiMA recognises the extreme efforts made for negotiators to reach a technical agreement on the General Data Protection Regulation (GDPR) last night but duly notes that the outcome is far from meeting the objectives originally set out for this essential piece of legislation.

The GDPR was supposed to be **the** opportunity for Europe to improve the current environment; to protect the European citizen’s fundamental rights to privacy while allowing business in Europe to thrive and be competitive by simplifying the Data Protection environment. Alas the result that we see falls short on striking this balance.

EDiMA Director General, Siada El Ramly said “Our concern lies in the fact that the text might very well undermine the ability of businesses in Europe to innovate, operate efficiently and grow. It is yet to be seen how this legislative piece will translate in practice and we will continue to try to make the GDPR as workable as possible but we definitely have concerns regarding the impact this regulation will have on business in Europe.”

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\* EDiMA is the European trade association representing online platforms. It is an alliance of new media and Internet companies whose members include Airbnb, Allegro Group, Amazon EU, Apple, eBay, Expedia, Facebook, Google, King, LinkedIn, Microsoft, Netflix, PayPal, TripAdvisor, Twitter, Yahoo! Europe, Yelp. EDiMA’s members provide Internet and new media platforms offering European consumers a wide range of online services, including e-content, media, e-commerce, communications and information/search services.