



AMCHAM EU PRINCIPLES FOR SOUND EU DATA POLICIES

A 2011 McKinsey report on Big Data concluded that the potential value of Big Data will not be realised unless government and policy-makers understand and respond to a range of barriers and contributing factors. In today's data-driven world, traditional regulatory approaches are being challenged. More than ever before the evolution of technology is outpacing the legislative process. AmCham EU stands ready to work with EU policy-makers and stakeholders to reshape the existing policy frameworks to respond to the rapid pace of technological change, encourage jobs and growth and meet the needs of consumers.

Recommended Guiding Principles

To reach the objectives mentioned above, AmCham EU is recommending a set of guiding principles that it believes should be applied when policy-makers are designing or implementing policies that impact the use, collection or analysis of data. The principles are listed below; a more detailed description of the principles can be found in the recently published AmCham EU position paper entitled 'Delivering the Value of Big Data: EU Policies for Innovation and Growth'. This can be found on the AmCham EU website at www.amchameu.eu.

1. Data protection and free flow of data

Data protection rules should continue to provide the necessary protections that enable the free flow of data. Policies need to strike a balance between protecting the individuals' right to privacy and responding to the evolution of technology in manner that is forward-looking, flexible, technology-neutral and coordinated at global level.

2. Flexible and harmonised security requirements

Policies governing security standards and enforcement need to be harmonised to adequately address the global nature of data security threats. At the same time, organisations must be given the flexibility to design and execute an effective security strategy.

3. Enabling the re-use of public sector information

Enabling the re-use of public sector information can create an invaluable innovation resource that needs to be leveraged at EU and national levels. The EU institutions and governments should continue to effectively make available public sector data through policy initiatives.

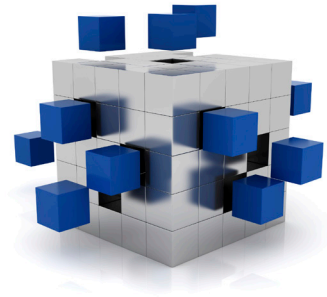
4. Policy-making should be evidenced-based

EU governments and EU institutions should capitalise on the vast amounts of data that exist to help shape policy-making. This will result in a more sound, forward looking and future-proof public policy-making.

5. Intellectual property should be considered

Questions relating to data ownership, use and the rights that come with a specific piece of data are increasingly being discussed. In harnessing the potential of Big Data, EU policy-makers need to keep in mind both the importance of data analysis and intellectual property rights.





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6. Invest in jobs, skills and education

EU Member States must bolster their educational systems to respond to the need for scientists, graduates skilled in information and communications technology, and a more digitally literate general population. This requires educational systems being better aligned with industry to improve the supply and demand of talent.

7. Complete the digital single market

European communication markets remain highly fragmented. Remaining obstacles to the completion of a digital single market need to be removed to create a more consistent regulatory environment. This requires a predictable regulatory structure which is essential for effective spectrum management and long-term networks investments.

8. Promote innovation

EU policy-makers should support the Innovation Union action points: promote excellence in education and skills development; enhance access to finance for innovative companies; create a single innovation market and reform research and innovation systems. The EU innovation ecosystem must embrace Big Data, data flows, and data-driven innovation as a cross-sectoral priority to ensure future economic growth and jobs.

9. Coordinate all policies affecting data

Harnessing the potential power of Big Data needs to be a horizontal priority at EU and national level. Policies that affect data and its innovation capacity must be coordinated to ensure that the overall goal of leveraging the 'innovation currency' for the benefit of businesses, consumers, government and the society is always kept in sight.

10. Cross-border coordination is needed

Global coordination is needed for all policies enabling or impacting data-driven innovation and growth. For data to deliver the true potential economic and societal benefits, outward-looking policies and transparent dialogue among countries and regions is critical.

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AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating better understanding of EU and US positions on business matters. Aggregate US investment in Europe totalled €1.9 trillion in 2012 and directly supports more than 4.2 million jobs in Europe.

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