



Fraktion der Europäischen Volkspartei (Christdemokraten) im Europäischen Parlament
Group of the European People's Party (Christian Democrats) in the European Parliament
Groupe du Parti Populaire Européen (Démocrates-Chrétiens) au Parlement européen

Parliamentary Works - Parlamentarische Arbeiten - Travaux Parlementaires

EPP Group Public Hearing

"Who pays for Data Protection?"

Thursday 31 March 2011

09.00 - 12.30 hrs

ASP 3E2

European Parliament, Brussels

Focus of the Hearing:

In 1995, the EU set a milestone in establishing data protection principles across all EU Member States by implementing Directive 95/46/EG on the protection of personal data.

Since 1995 however, things have changed dramatically and at an enormous speed - we are now living in the so-called 'internet age' where personal data is flowing and is processed all the time. Needless to say, the '95 Directive urgently needs to be adapted to the new technical challenges and the larger amount of personal data that is processed by numerous actors in today's society and economy.

Accordingly, the European Commission published a Communication on the revision of the Directive in November 2010 and we are awaiting a proposal for a new legislative instrument this summer.

The issue of data-protection is a cross-section dossier that affects numerous actors and all sections of the economy. Just to name a few, citizens, consumers, advertisers, internet and telecom providers, insurances, content providers, social networks, police and justice authorities, government bodies and data protection authorities are all affected by new regulations.

The EPP Group thus believes that the debate should take all interests and all stakeholders into account in order to achieve a balanced view on the amendment of the Directive. Nowadays, the debate seems to be narrowly focused on the perspective of consumer protection and the safeguarding of a free internet. We think there is more to discuss!



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Programme

09.00 Welcome Speech by Axel Voss MEP

09.10 Welcome Speech by Commissioner Viviane Reding

09.30 Questions

09.45 **Panel 1:**

The impact of data protection on private businesses and its costs

Ronald Zink, Associate General Counsel and COO of the Microsoft European Affairs Office in Brussels

Dr Barbara Kirchberg-Lennartz, Data Security Officer, Lufthansa AG Germany

Oliver Süme, Vice-President EuroISPA (European Internet Service Providers Association) and Vice-President eco e.V. (German Internet Industry Association)

10.30 **Discussion/Questions**

10.45 **Break**

11.15 **Panel 2:**

Online Advertising or the myth of a free internet: The good or the bad cookie?

Marisa Jimenez, European Privacy Policy Counsel, Google Belgium

Dr Christoph Fiedler, Managing Director, European Affairs and Media VDZ (German Federation of Magazine Publishers), and Chairman of the Legal Affairs Committee of FAEP (European Federation of Magazine Publishers)

Kostas Rossoglou, Legal Officer BEUC (European Consumers' Organisation)

12.00 **Discussion/Questions**

12.15 **Closing remarks by Axel Voss MEP**

12.30 **End**