



To: [REDACTED]

Cc: [REDACTED]

Subject: Meeting with EMOTA - 3 March 2017

MEETING WITH EMOTA (The European eCommerce & Omni-Channel Trade Association)

Date: 3 March 2017

Participants: [REDACTED]

Main points of the discussion:

- [REDACTED] presented EMOTA. He explained that it represents the interest of e-commerce and online sales channel business. 17 different national umbrella organisations belong to EMOTA, as well as different individual companies and suppliers.
- [REDACTED] that EMOTA is currently working on raising awareness on the new data protection legislation among its Members.
- C3 explained that the Commission is working with Member States and the Article 29 WP on the application of the new legislation. Therefore, COM has organised an expert group with Member States. Moreover, Article 29 WP is working on different guidelines which should help the industry during the application of the new data protection legislation. Industry representatives are also invited to participate in public consultation on the Article 29 WP guidelines. In general, the new legislation introduces important improvements for the industry, for instance with the principle of "one-stop-shop" or by ensuring a uniform application of the legislation (consistency mechanisms).
- C3 explained that there are different instruments which may be driven by industry and which may further help in the application of new data protection legislation, such as codes of conducts and certification mechanisms. The Commission will conduct a study on certification mechanisms and standardised icons to assess the need for delegated / implementing acts.
- C3 further explained that the Commission is reflecting on awareness-raising actions and referred in this context to the infographics.

[REDACTED]
Data protection



European Commission



