

MEETING WITH SALESFORCE

Date: 3 March 2017

Participants: [REDACTED]

[REDACTED], Kevin O'Connell (CAB-JOUROVA), [REDACTED]

- [REDACTED] presented Salesforce. She explained that the company is focused on providing cloud computing services and different digital tools for companies. It employs around 25.000 people around the world, including 4.000 in the EU. There are many non-technology companies and SMEs among its clients. The issue of data protection is very important for the company as it is considered as a processor according to the legislation.
- [REDACTED] said that the previous Safe Harbour was very important for the companies. The company relies of the model clauses approved by Article 29 WP. At the same time, Salesforce is interested in Privacy Shield and has certified.
- KOC explained that Commissioner Jourova is planning a visit to Washington at the end of the month and Privacy Shield will be discussed with the new administration. He also explained that the first joint review will be soon launched with the Department of Commerce in order to report on the application of Privacy Shield in September. It will be important that businesses provide relevant information for the joint review, including transparency reporting on government access.
- [REDACTED] expressed interest in the implementation of the GDPR. KOC explained that Article 29 WP is working on different guidelines to ensure uniform application of the new legislation. In parallel, the Commission established an expert group to assist proactively Member States in the introduction of new legislation.
- [REDACTED] said that it would be important to involve companies in the current data protection reform. Salesforce support the current work of the Article 29 WP. The company draws attention to the need to take into account different business models adopted by companies engaged in processing personal data. KOC said that it would be important to ensure awareness on new data protection legislation, including among business actors including SMEs. Therefore, COM is planning a communication strategy focusing on business in 2017 and citizens in 2018.