From: [email]@mastercard.com>

Sent: Thursday, April 20, 2023 3:27 PM

To: TUTS Genevieve (CAB-REYNERS) <[email]@ec.europa.eu>; BUSA Lucrezia (CAB-REYNERS) <[email]@ec.europa.eu>

Cc: [email]@mastercard.com>

Subject: Meeting request on behalf of Mastercard

Dear Ms Tuts and Ms Busa,

I am contacting you on behalf of ____________________________ Mastercard’s ____________________________ and ____________________________, Mastercard’s ____________________________ to request an in-person meeting in Brussels (24, 25 or 26 May) to exchange on various topics, including on international data flows, AI and the international dimensions of data protection policy.

As you may be aware, Mastercard supports the adoption of laws that promote meaningful privacy protections for individuals while enabling businesses to operate globally and use data for responsible innovation. We have expanded the strong privacy protections offered by the GDPR to all individuals globally. Further, we have launched our Data Responsibility Principles in 2019, that act as our North Star and guide all our data practices across the organization, including how we handle emerging technologies such as AI.

We agree with Commissioner Reynders’ recent comments that “in the digital era, maintaining high data protection standards and facilitating international trade should and can go hand in hand”. Mastercard partners with policymakers to work towards global interoperability between privacy laws across the world and strongly supports the work of the European Commission to do the same. We have first-hand experience that compatible privacy principles and regulatory approaches towards data and technology can help reduce the burden of doing business and facilitate international data flows, while enhancing people’s privacy rights and choices, to the benefit of everyone.

The European Commission has a very busy and ambitious agenda this year when it comes to privacy and data protection, including the finalization of the EU-US adequacy decision, the expected adoption of the proposed Data Act and the proposed EU AI Act as well as the publication of the upcoming review of the Payment Services Directive 2 and the Open Finance Framework. All of these initiatives are creating significant opportunities for the growth of our European Digital Economy and are core to Mastercard’s business strategy in Europe.

In his role as ____________________________ oversees among others the company’s Law, Compliance, Franchise, Diversity & Inclusion and HR teams globally. ____________________________ would very much appreciate the opportunity to meet with you both to discuss the state of play of EU’s ambitions and initiatives in the area of privacy and data protection, including in relation to international data flows,
data sharing and trustworthy AI. Would you be interested and available on Wednesday 24, Thursday 25 or Friday 26 May to meet with [Name] and [Name]?

Thank you in advance for your response. We look very forward to arranging this exchange.

Kind regards,

[Name]

Global Privacy Engagement

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