

5/25/2017

Commissioner Věra Jourová
Justice, Consumers and Gender Equality
European Commission
Rue de la Loi / Wetstraat 200
1049 Brussels

Secretary Wilbur Ross
U.S. Department of Commerce
1401 Constitution Ave., NW
Washington, D.C. 20230

Dear Commissioner Jourová and Secretary Ross,

IAB Europe and IAB U.S. write to express our support of the Privacy Shield Framework as an important mechanism for the transatlantic economy. As trade associations for the digital advertising industry, IAB Europe and IAB U.S. member companies power the free and open internet by providing a wide variety of content and services to consumers, from news and entertainment to email and social media.

The advertising-supported internet depends on transatlantic data flows. Digital publishers, marketers, and technology companies rely on a diverse supply chain that spans EU and U.S. borders in order to provide consumers with the best online experience possible. To illustrate, U.S.-based websites and mobile applications may partner with technology companies in Europe to manage the advertising on their properties. Similarly, EU-based publishers may work with measurement companies in the U.S. to better understand their audiences. Today, such practices are commonplace. In 2014 alone, trade in digitally enabled services--including advertising services--between the EU and U.S. totaled €259 billion (\$291 billion).

Privacy Shield has enabled companies from across the advertising-supported internet to offer consumers better services while demonstrating their commitment to privacy-protective practices. More than 2000 companies, including many IAB members, have certified compliance with Privacy Shield by ensuring their privacy practices guarantee the high level of protection required by the program. As a result, consumers can be certain that their information is being processed in accordance with EU law, regardless of the physical location of the processing.

As the EU and U.S. prepare to review the Privacy Shield Framework, we ask that you consider the benefits of the Framework to EU and U.S. consumers who enjoy an abundance of online content and services and the assurance that their data is protected. IAB Europe and IAB U.S. are committed to consumer-friendly advertising practices and take compliance with the Privacy Shield Framework seriously. We stand ready to work with all stakeholders to ensure the continued success of the EU-U.S. Privacy Shield.

Sincerely,

IAB Europe
IAB U.S.

About IAB Europe

IAB Europe's mission is to protect, prove, promote and professionalise Europe's online advertising, media, research and analytics industries. Together with its members – companies and national trade associations – IAB Europe represents over 5,500 organisations. The power of IAB Europe comes from its extensive membership at both country and corporate levels. Our national membership of 27 countries spans the entire continent - not only the mature markets of Western Europe, but also rapidly evolving markets including Slovenia, Russia and Slovakia. Our corporate membership includes advertisers, major media groups, publishers and portals, agencies, research companies and technology and service providers.

Contact: Toney Feehan, CEO, IAB Europe, Rond-Point Robert Schuman 11, 1040, Brussels, fehan@iabeurope.eu

About IAB U.S.

The Interactive Advertising Bureau empowers the media and marketing industries to thrive in the digital economy. It is comprised of more than 650 leading media and technology companies that are responsible for selling, distributing and optimizing digital advertising and marketing. Together, they account for 86 percent of online advertising in the United States. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. The organization is committed to professional development, elevating the knowledge, skills, and expertise of individuals across the digital marketing industry. The IAB also educates marketers, agencies, media companies and the wider business community about the value of interactive advertising. Founded in 1996, the IAB is headquartered in New York City.

Contact: Dave Grimaldi, EVP of Public Policy, IAB, 888 17th Street NW, Washington, DC 20006, dave@iab.com