

## **efamro leads European Representation on Data Protection**

*plus New Commissioner responsible for data protection*

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*efamro has led the research sector's response to the European Commission's consultation on the protection of personal data. The efamro response was prepared together with ESOMAR, ensuring that research organisations represented by efamro and research practitioners represented by ESOMAR spoke with one voice on data protection.*

The submission, on behalf of the European research sector, follows a three-month consultation with stakeholders across market, social and opinion research, including 31 associations in 25 countries.

The European Commission's consultation on the legal framework for the fundamental right to protect personal data was published in July 2009, seeking views on the new challenges to protecting individuals' data.

The response on behalf of the European research sector highlights the major issues relating to data protection and how they impact on research, including cloud computing, online data collection and the need for privacy by design in the development of new technologies.

*To read the rest of this story go to the efamro News section.*

### **New Commissioner responsible for Data Protection**

*Viviane Reding has been appointed Vice President of the Commission with responsibility for Justice and Fundamental Rights, a portfolio which includes data protection.*

*Ms Reding is the outgoing Commissioner for Information Society and Media and was responsible for the Telecoms Package adopted last year which contained mandatory notification of data breaches by Internet Service Providers to their customers and to data protection authorities and requires informed consent for the use of cookies.*

Speaking on Data Protection Day, the commissioner said, "EU rules are there to protect everyone's personal data. The European Commission has proved its commitment to making these rules fully respected by all 27 EU countries. Innovation is important in today's society but should not go at the expense of people's fundamental right to privacy. Now we have to make sure that the general data protection rules are up-to-date with technology and as comprehensive the Lisbon Treaty requires,"

The EU's Data Protection Day, held on 28 January, was the first public opportunity for Ms. Reding to spell out her priorities on Internet privacy, particularly regarding an upcoming review of the Data Protection Directive.

As expected she confirmed that she intends to reform the 1995 directive, crafting a single directive to cover privacy matters in the EU.

### **News in Brief**

#### **ISO**

*In March and November 2009 the ISO Technical Committee met to discuss the necessary update to the research process standard, ISO 20252.*

*The update to the standard is on schedule with the new standard due to be released by July 2011. Before the new standard is launched there will be an opportunity to review the proposed revisions and to feedback comments.*

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#### **Industry stats**

*In November 2009 an international working group of experts undertook a review of research industry statistics around the world.*

*Contributors from Europe, Scandinavia, the USA, Asia and Latin America examined the collection of industry data at national and regional level with a view to achieving greater accuracy and consistency in ESOMAR's annual Global Market Research report.*

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