



Regulating Privacy in Digital Times

[EU40](#), in collaboration with [ETNO](#), organised another edition of [#Digital4Smarties](#), a series of thematic workshops on the chapters of the telecoms reform package. It was an exclusive dialogue between those who make the rules and those who develop products and services, which took place on **September 6th**, from **12.00** to **13.30h**, at the Members Salon of the European Parliament. The focus of the discussion was the new **ePrivacy Regulation** and its interplay with existing law, including the General Data Protection Regulation.

The debate was hosted by **MEP Marju Lauristin** (S&D), **MEP Peter Kouroumbashev** (S&D) and **MEP Daniel Dalton** (ECR).

The discussion was animated by:

- **MEP Cora van Nieuwenhuizen**, ALDE, Fintech Rapporteur
- **Despina Spanou**, Director, Directorate H – Digital Society, Trust and Cybersecurity, DG Connect, European Commission
- **Lise Fuhr**, Director General, ETNO
- **Claus Ulmer**, Global Data Privacy Officer, Deutsche Telekom
- **Stefano Fratta**, Legal Director Consumer Big Data, Telefónica
- **Magnus Franklin**, Chief Correspondent, Telecomms, MLex, Moderator



HIGHLIGHTS

We live in digital times and regulating for privacy is essential. Trust and innovation are the pillars of a better and more prosperous society.

Devices are becoming increasingly important in our day to day life, as **MEP Marju Lauristin**, ePrivacy rapporteur, pointed out: My home is my castle, therefore “my device is my castle”. Consequently, it is important that consumers’ privacy is respected. This requires thorough regulation, however, Ms. Lauristin highlighted that they don’t want “to ban all processing operations. Essential exceptions are included in the proposals”. She added that most compromises were sorted and that she is confident they could close the discussion around most of them during the shadow rapporteurs meeting later that day.

MEP Peter Kouroumbashev, ITRE Member, and former computer specialist in the Bulgarian Air Force, talked about the complexity of the ePrivacy directive and revealed one of the proposals: the “do not track” icon. Also, he argued that there is a lack of realism regarding the suggested implementation period: “There is need for at least 12-18 months after the directive comes into force for a successful implementation”. On the other hand, **Despina Spanou**, Director Digital Society, Trust and Cybersecurity, DG Connect, said that, by regulating ePrivacy, it will “increase consistency, legal certainty and simplify rules for the use of metadata”. She added that the Commission “streamlined and simplified the ePrivacy directive”, as it “doesn’t want to go against innovation”. However, she highlighted the role of the industry to “find a way to provide smart consent tools to facilitate consumers”. In response, **Claus Ulmer**, Global Data Privacy Officer, Deutsche Telekom, then put forward an example of unfair regulation between telcos and OTTs on ‘location data’. Over and above, Telefonica’s Legal Director Consumer Big Data, **Stefano Fratta** explained the obstacles that innovators find because of “regulatory asymmetries between the ePrivacy directive and GDPR”.

MEP Daniel Dalton, ePrivacy Shadow Rapporteur, argued about the importance for consumers to benefit from “tailored services based on their preferences” and that, personally, he prefers private companies to hold his data instead of governments. **MEP Cora van Nieuwenhuizen**, Fintech Rapporteur, added that fair competition and consent management understanding by consumers are key: “I would like to see a level playing field. People have no idea what consent management is”. MEP Dalton then concluded that, although he believes that “fundamental right is crucial”, he is worried about the “threat to innovative business models” that excessive regulation can have, which would eventually hit consumers.

The full discussion on Twitter Moments is available at this [LINK](#).

TWITTER ANALYTICS

 **Alessandro Gropelli**
@agropelli · Sep 6

2 4

Nice to see #ePrivacy trending as our @ETNOAssociation @eu40 debate kicks off

Trendinalia Belgium @trendinaliaBE

1. #Hungary
2. #hautekiet
3. #ePrivacy
4. #civilsociety...

Tweets

Top Tweets

Tweets and replies

Promoted

Impressions

Engagements



eu40 @eu40 · Sep 6

Hot topic on the table! Kicking off the #ePrivacy debate w/ @LauristinMarju @PKouroumbashev @ddalton40 & @ETNOAssociation pic.twitter.com/rDTgwQhOlo

[View Tweet activity](#)

5,853

53

WEBSITE PAGE ANALYTICS

