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Ms Margot James MP  
Minister for Digital and the Creative Industries  
Department for Digital, Culture, Media and Sport  
100 Parliament Street  
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Dear Minister

We are writing in response to the recent White Paper on the United Kingdom's exit from and new partnership with the European Union regarding data protection and privacy.

We support the Government's position on the free flow of data. The transfer and use of user data is an essential element in cross-border trade in every sector, and we have worked together as an industry to advocate for a positive EU-UK relationship following Brexit that will recognise the UK's deep alignment with the EU on data protection policy. *We are pleased to see the Government has taken the views of our industry into account and is proposing an approach that will enable the UK to remain a world-leader and continue to cooperate with the European data protection framework.*

A key part of the data protection framework is the forthcoming e-Privacy Regulation, currently being negotiated in Brussels. As discussions on the draft e-Privacy Regulation continue, we call on legislators to remain cautious in their approach to the draft, and to resist rushing through the negotiations.

We welcome the acknowledgement during the recent TTE Council that it is necessary to produce a text which will balance protection of citizens while providing legal certainty for businesses, and the recognition that the relationship between the e-Privacy Regulation and the General Data Protection Regulation needs to be clarified.

The proposed e-Privacy Regulation as it is currently drafted is inflexible and not consistent with the framework established by the GDPR; it would place significant burdens on the digital economy and would restrict the ability of businesses across Europe to develop innovative new products and services.

Further work is needed under the Austrian Council Presidency to ensure a legislative framework that is fit for purpose and enables the UK's world-leading advertising and marketing communications industries to continue to flourish.

Advertising and marketing are at the heart of the UK economy and play a vital role in driving economic growth. Annual UK exports of advertising services are worth £4.1 billion and every £1 spent on advertising returns £6 to the economy, resulting in £120 billion to UK GDP.

This position is supported by the companies and industry associations represented below.

