

How to fix the GDPR?

Five key elements for establishing a more balanced approach to data protection



DATA PROCESSING

Clarify that all six legal grounds in Art 6 GDPR are equally sufficient for processing personal data. Harmonize the interpretation of 'consent' and 'legitimate interest'. Further promote anonymization techniques by setting unambiguous criteria.



EXEMPTIONS

Introduce a practical GDPR tool as well as reporting exemptions for SMEs and startups. Declare an absolute derogation for processing personal data in private or voluntary capacities and provide a free of charge privacy policy generator.



CONSISTENCY

Harmonize the conflicting guidelines from EDPB and DPAs. Demand every DPA in cross-border cases to adhere to the one-stop-shop-principle and to follow the consistency mechanism. Reduce the large number of opening clauses.



TECHNOLOGY

Adjust certain provisions of the GDPR as the legislator could not anticipate all technological developments back in 2013. However, since then, some parts have proven to be an obstacle for innovation and emerging technologies such as AI.



INTERNATIONAL

Promote international data flows by adopting more adequacy decisions than with currently nine countries. Replace or adjust the EU-US Privacy Shield. Reconsider the new EDPB guidelines as they would render SCCs useless as data transfer tool.