

## Retail and wholesale welcome Executive Order on transatlantic data flows

EuroCommerce welcomed the US administration’s release of an Executive Order on data protection as a positive step towards creating a new robust transatlantic framework.

*‘We recognise and appreciate the strong commitments and hard work of the European Commission and the U.S. Government to develop a robust new Privacy Shield,’* said Christel Delberghe, EuroCommerce Director General. *‘This Executive Order develops the [agreement](#) reached in March this year. It is a sign of progress following more than two years of uncertainty and disruption. The new EU-US Data Privacy Framework will strengthen transatlantic data protection and facilitate responsible data transfers for retailers and wholesalers alike.’*

Since 2016, EuroCommerce has been actively engaged in EU data protection regulations and transatlantic data flows policy, working with its counterparts at NRF on joint association meetings with EU and U.S. government officials to develop solutions to the challenge of disparate privacy regimes. The next step sees the European Commission conducting a thorough legal assessment of the new policy text before making a decision on its adequacy.

The retail and wholesale sector relies on the ability to transfer data securely and responsibly around the world. An increasing number of businesses operate online and customers trust that the sector protects their data accordingly.

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