



Privacy and Corporate Responsibility

By Willemien Bax

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31

Madrid, 4, 5 y 6 de noviembre 2009
conferencia internacional
de autoridades de protección
de datos y privacidad



BEUC

Since
1962

Representing consumer interests



EU institutions

43 members



31 countries

Some key BEUC members

Forbrugerradet (Denmark)

Organización de Consumidores y Usuarios – OCU (Spain)

Stiftung Warentest (Germany)

Sveriges Konsumentråd – SK (Sweden)

VZBV (Germany)

Which? (UK)

Altroconsumo (Italy)

Consumentenbond (NL)

DECO (Portugal)

Test Achats (Belgium)

UFC - Que Choisir (France)

Some key BEUC members

Bulgarian National Consumers
Association – BNAP

Cyprus Consumers' Association

Consumers' Organisation of
Macedonia – OPM

Estonian Consumers Union - ETL

Latvia Consumer Association - PIAA

Għaqda tal-Konsumaturi - CA Malta

National Association for Consumer
Protection in Hungary – NACPH

Croatian Union of the Consumer
Protection Associations – Potrosac

National Association for Consumer
Protection in Hungary – NACPH

Polish Consumer Federation

Association of Polish Consumers -
SKP

Association for Consumers'
Protection – APC (Romania)

Sdruzeni obrany spotřebitelu Ceske
republiky-SOS (Czech Republic)

TEST (Czech Republic)

ZSS - Association of Slovak
Consumers

Zveza Potrošnikov Slovenije – ZPS
(Slovenia)

Consumers are worried...

- 68% are concerned about data protection
- 64% feel that awareness and information on these topics are not yet satisfactory
- 49.3 % concerned about the amount of data required by sellers
- 66.7 % concerned about the commercial use of personal data
- 82% of EU Internet users believe that data transmission is not sufficiently secure

... and « digital natives » too

- 27% are confident that they can protect their privacy online
- 29% believe that Internet is safe enough to preserve their privacy online
- 82 % are very concerned that companies possess personal information about them
- 69% are very concerned that their views and behaviours may be misrepresented based on their online personal information
- 61 % are concerned about the commercial use of personal data
- 75% are very concerned that their identity is reconstructed using personal data from various sources

Problems BEUC members report

- insufficient information provided on what data collected & how used
- more data collected than strictly necessary
- obligation to give away information to access services
- privacy notices too complicated and legalistic
- little influence on whether or not personal data are « sold » to third parties

Problems BEUC members report

- no or insufficient reporting of security breaches or misuse
- difficult to exercise one's rights – e.g. access to data collected
- difficult access to redress, for the moment mostly through the courts
- practically no practical help & difficult to ensure that damage is repaired/repayed

Are corporations taking responsibility?

only 13 % of the people responsible for data protection within companies said they were very familiar with the provisions of the data protection law

56% of the people responsible for data protection issues within companies said they were only somewhat familiar

Eurobarometer on data protection in the EU, February 2008

Companies can do a lot

5. ensure better staff understanding & training
6. ensure data anonymity as much as possible
7. quickly notify data breaches to consumers & the competent authorities
8. communicate progress to consumers & in annual reports

Governments can do more

1. carefully monitor to ensure current legislation is enforced
2. give more resources to DPAs
3. institute strong accountability and liability rules
4. institute dissuasive sanctions & fines
5. develop easier access to redress
6. collective actions to provide an effective deterrent against negligence and/or unlawful data exchange
7. provide more education and information on consumer rights and risks

Want to know more? BEUC conference



To know more about the full forum programme and to register:

- go to
www.beucforum2009.eu

- send an email to
forum2009@beuc.eu

BEUC Multi-Stakeholder Forum
“Consumer privacy and online marketing:
Market trends and policy perspectives”

Thursday 12 November 2009
09h00 – 18h00, Square, Brussels

Special Guests: Commissioners Reding, Kuneva and European Data Protection Supervisor Peter Hustinx

Thank You



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