

## **Press Release**

Brussels, May 24, 2024

### **4<sup>th</sup> International Data Protection Officers Day EFDPO Spotlights DPOs' Crucial Role in Shaping a European Digital Economy that Sensitively Balances Economic Progress and Privacy Rights**

On May 25, 2024, 6 years will have passed since the General Data Protection Regulation (GDPR) came into force. At the same time, thanks to the EFDPO, we are also celebrating this day for the fourth time as International Data Protection Officers' Day (DPO Day).

In these six years, the European Union has seen tremendous developments in the quality of data processing and privacy protection in general. The data protection officers, who have been introduced across the EU by the GDPR, have contributed to this significantly. Although by far not all problems have been solved, we have moved forward remarkably, and it can be said that the EU is setting the direction for the whole world in this respect.

Nevertheless, there are further challenges and further tasks ahead. The world of 2024 is different from the world of 2016 when the GDPR was adopted, and the world of 2018 when it came into force. We witness a rapid development of new technologies that, on the one hand, allow much more intrusive tracking of individuals, on the other hand, can bring significant cost savings as well as increased security, the development of artificial intelligence that aspires to be the most significant technological change in the whole of the 21st century, and new legal regulations such as DA, DSA, DMA, AI Act, EHDS, NIS2, etc. All of this brings a whole new set of challenges. Reconciling all these new trends and technologies with data protection and human rights, in general, will be a challenging task.

This proportionate balancing of different rights and interests needs to be done very sensitively so that, on the one hand, the rights of EU citizens and others are adequately protected and, on the other hand, European industry and technological development are not harmed, and the European Union remains a strong economic entity, enabling the development and introduction of new technologies. This is not an easy task and requires not only sufficient technical, IT, legal, and other experts but, above all, the will of all stakeholders to find reasonable solutions and compromises to maintain our values and our highly developed society. However, if we do not strive to find such compromises, the EU's economic and technological

strength risks being undermined. All professions involved in data processing and the digital economy must contribute to reaching solutions.

As Data Protection Officers in Europe, we are committed to advancing the stated objective and offering our expertise and practical insights. Our focus extends beyond personal data processing to encompass the broader realm of data utilization. Our aim is to support the EU in maintaining its position as a robust economic force and a frontrunner in adopting emerging technologies, all while ensuring the rights of its citizens and others are duly respected.

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**Effective members:**

- Austria: [privacyofficers.at](http://privacyofficers.at) – Verein österreichischer betrieblicher und behördlicher Datenschutzbeauftragter
- Czech Republic: Spolek pro ochranu osobních údajů
- France: UDPO, Union des Data Protection Officer – DPO
- French Polynesia: U.D.P.O Pacific
- Germany: Berufsverband der Datenschutzbeauftragten Deutschlands (BvD) e. V.
- Greece: Hellenic Association for Data Protection and Privacy (HADPP)
- Liechtenstein: dsv.li-Datenschutzverein in Liechtenstein
- Portugal: APDPO PORTUGAL Associação dos Profissionais de Proteção e de Segurança de Dados
- Slovakia: Spolok na ochranu osobných údajov
- Switzerland: Data Privacy Community

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