

## International Trade, Corey Norton, Chair

**From Paolo Vergano (Belgium):**

### **EU-US Privacy Shield**

On 12 July 2016, the European Commission announced the approval and launch of the new EU-US '*Privacy Shield*'. The Privacy Shield is intended to ensure the protection of transatlantic data flows handled by certified companies. Key elements of the Privacy Shield are stronger data protection standards, better enforcement of the data protection standards, safeguards on government access, and an easier path for individuals in case of complaints. On the EU side, the new framework will enter into force immediately and, on the US side, companies will be able to certify with the US Department of Commerce from 1 August 2016. Companies must take these new data protection rules into account in order to avoid complaint procedures by individuals.