

The Rt Hon Karen Bradley MP
Secretary of State
Department for Digital, Culture, Media and Sport
100 Parliament Street
London
SW1A 2BQ

7 December 2017

Dear Secretary of State

We are writing in response to the paper from the Department for Exiting the European Union published on 24 August on "The Exchange and Protection of Personal Data" following the UK's exit from the EU.

We strongly support the proposal advocating a new deal that would build on existing arrangements in the adequacy status model but recognise the UK's deep alignment with the EU on data protection policy.

This deal should allow the Information Commissioner's Office to continue to participate fully in the European Data Protection Board, including allowing the ICO full voting rights, and allow UK consumers access to the one-stop shop mechanism under the General Data Protection Regulation.

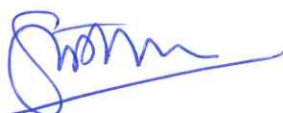
Striking such a deal would be a huge gain for the entire UK economy but in particular for our world-beating marketing and advertising sector, which relies on being able to exchange personal data freely across EU borders.

The UK will be in a unique position upon Brexit because the GDPR will be applicable in the UK from 25 May 2018. No other third country will be in this position, and the Government should capitalise on this to ensure minimal disruption for consumers and businesses operating across EU borders.

Advertising and marketing are at the heart of the UK economy and play a vital role in driving economic growth. Annual UK exports of advertising services are worth £4.1 billion and every £1 spent on advertising returns £6 to the economy, resulting in £120 billion to UK GDP.

We would welcome the opportunity to discuss this with you further.

Yours sincerely



Stephen Woodford
Chief Executive, Advertising Association



Chris Combemale
CEO, DMA Group, and Chair, AA Data Working Group

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