



EUROPEAN ENVELOPE MANUFACTURERS' ASSOCIATION

COMMISSION PROPOSAL FOR A GENERAL DATA PROTECTION REGULATION

Voting recommendations of the European Envelope Manufacturing Industry

January 2013

FEPE represents the interests of the European envelope converting industry. We are committed to safeguarding the protection of personal data of European citizens and acknowledge that recent globalisation trends and technology developments create the need for a review of the existing legal data protection framework.

However, certain proposed amendments risk to undermine 'traditional' communication means, in particular **postal direct mail**, which has not been questioned for its ability to protect personal data. A balance needs to be found between consumer protection requirements and businesses' development needs.

In order to safeguard an efficient legal framework, which is applicable to the postal direct mail for nearly two decades, **it is crucial that the right to object is not replaced by a prior consent requirement** and that **the "legitimate interest" of the controller o process data is being maintained.**

In view of the upcoming vote on the draft Opinion on the draft General Data Protection Regulation of MEP Lara Comi, FEPE therefore urges the IMCO Committee to SUPPORT the following amendments:

*In view of the upcoming vote on the draft Opinion of MEP Marielle Galloi, **FEPE therefore urges the LEGAL AFFAIRS COMMITTEE to REJECT the following amendments:***

- **Amendment 81**
- **Amendment 135**