



eTrade for All

- Multi-stakeholder partnership
- Demand-driven
- Objectives:
 - Raise awareness of opportunities and challenges related to e-commerce.
 - Mobilize financial and human resources
 - Strengthen coherence and synergies among partners
 - Enhance transparency
- Private sector advisory council

Key policy areas





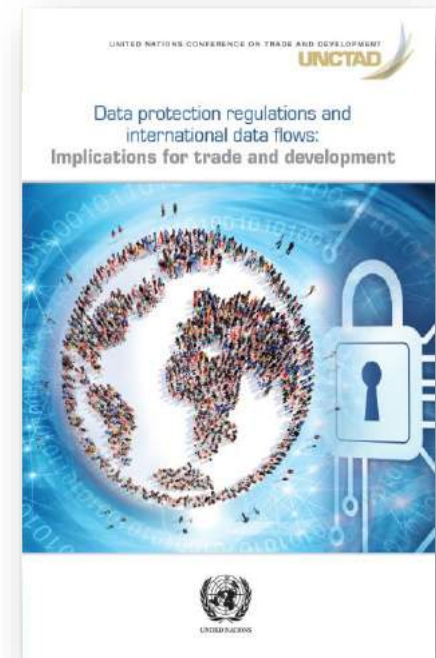
Data protection laws - June 2016

- 110 countries have a data privacy law
- About 50% of developing countries do not have laws in place
- Global spread of data protection laws will continue:
 - At least 24 more countries have official bills
 - Some have e-commerce/consumer privacy laws (eg. China, Indonesia)
- Several countries are revising their laws (eg. Japan, Singapore)
- Law enforcement in developing countries is an increasing challenge



New UNCTAD study

- Maps global landscape of data protection and privacy laws
- Primary objectives:
 - Single source of information
 - Explore relationship between trade and data protection laws
 - Consider policy options for countries developing/considering data protection laws
 - Support continued global dialogue on making divergent frameworks more compatible





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Implications for International Trade

- Data protection directly related to trade in goods and services in the digital economy
 - Too little protection can create negative market effects by lowering consumer confidence
 - Too much can overly restrict business activities and trade
- Important that that laws consider the global nature and scope of their application, and are internationally compatible

Getting the balance wrong between data protection and data flows can have serious consequences for either the protection of fundamental rights or for international trade and development.



Issues Concerning Global Compatibility

- Gaps in coverage
 - Significant “real world” impact to date of the CoE Convention 108
 - National gaps: no laws, partial laws or that contain broad exemptions
- Impact of new technologies
- Cross-border data transfers
 - Data localization requirements
- Balancing surveillance and data protection
- Enforcement of data protection laws
- Determining jurisdiction
- Compliance burdens



Thank you!

unctad.org/Data-Protection-Study



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