

PostEurop Raises Concerns on the New Data Protection Regulation Rules

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PostEurop, representing **52 Universal Postal Service** providers across Europe, appreciates the initiative taken to apply data protection rules in a uniform way at European level in order to strengthen individual rights while tackling the challenges of globalisation and new technologies.

The protection of the citizens' privacy is clearly in line with the development of the postal sector that hires approximately **2.1 million employees** across Europe, reaching out to **800 million** customers daily and represents **1 % of the GDP** of the region.

For this very reason, PostEurop Members would like to share some concerns with regards to the debate currently on-going in the European Parliament on some key issues that could seriously affect the activity of the postal sector. PostEurop Members think that the balance between citizen's fundamental rights to data protection and normal commercial activities should be preserved. That is why they would like to draw the attention of the stakeholders on the three following points: **legitimate interest for a legal basis for data treatment as well as profiling and also the definition of personal data.**

Legitimate Interest

Firstly, PostEurop Members wish to remind that physical Direct Mail is commonly used by companies to build customer loyalty as well as to gain new customers. This right to prospect should be maintained for companies by allowing data transfer; the right to object for the data subject ensures the balance. Thus, PostEurop Members advocate that **legitimate interest** of the data controller remains a valid legal basis including in case of data transfer.

Profiling

Then, PostEurop Members call for **new reflection on profiling** in order to distinguish "profiling" producing legal effects that may attend data subject's fundamental rights from "profiling" used for marketing purposes in order to increase **customer satisfaction**.

Definition of Personal Data

Lastly, PostEurop Members would like to warn the stakeholders against the dramatic economic consequences of **extending the definition of personal data** to socio-economic data usually used to describe a group of people with common characteristics. Among other, this would prevent companies from getting to know their customers' preferences and hinder them from developing a targeted communication towards customers, including through the use of unaddressed mail. Hence, PostEurop Members consider that the definition of personal data as put into words in the 95/46 Directive should be preserved.

Over regulation of printed Direct Mail would impair the economic growth of the European Union and unduly hit the postal sector, already struggling with declining volumes.

PostEurop Members, who are keenly interested in the subject and supporting the recast of the data protection rules, will follow with great attention the extremely useful debates. They thank you for your time and kind consideration and remain fully at your disposal, should you wish to further discuss these issues.

This position paper is supported by the following Public Postal Operators:

Country	Public Postal Operators
Austria	Österreichische Post AG
Belgium	bpost
Bulgaria	Bulgarian Post
Cyprus	Cyprus Post
Czech Republic	Česká Pošta
Denmark	Post Danmark A/S -
Estonia	Eesti Post Ltd
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Hungary	Magyar Posta
Iceland	Islandspóstur hf
Ireland	An Post
Italy	Poste Italiane S.p.A.
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Liechtenstein	Liechtenstein Post
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Spain	Correos y Telégrafos S.A.
Sweden	Posten AB
United Kingdom	Royal Mail Group Ltd
Croatia (observer)	Hrvatska pošta d.d.

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PostEurop is the association which represents the interest of 52 European public postal operators. Committed to supporting and developing a sustainable and competitive European postal communication market accessible to all customers and ensuring a modern and affordable universal service, PostEurop promotes cooperation and innovation bringing added value to the European postal industry. Its members represent 2.1 million employees across Europe and serve to 800 million customers daily through over 175,000 counters. PostEurop is also an officially recognised Restricted Union of the Universal Postal Union (UPU).