

Commissioner Julie Brill
Federal Trade Commission
EU Conference: Privacy and Protection of Personal Data
Keynote Address
March 19, 2012

Good afternoon. I am so delighted to be here.

Thank you to Vice President Reding and the European Commission for organizing this important event today. I know that DG Justice, led by Francoise Le Bail, has put considerable effort into this event and it certainly shows.

This conference brings together many esteemed colleagues from the European Union and the United States not only government officials, but also representatives from industry, academia and civil society.

We live in interesting times. When it comes to protecting consumer privacy, I can confidently say, and I am sure many of you can agree, we are at a pivotal moment.

U.S. Administration White Paper,² and the very-soon-to-be-released FTC final privacy framework will be moving us all forward as we continue to work towards better protecting consumer privacy and contributing to the global privacy dialogue.³

We often hear about the differences between the U.S. and EU approaches to privacy. Many of these differences have been discussed throughout the day.

But it is worth focusing on the common ground the baseline principles and ideas that are being discussed and implemented on both sides of the Atlantic.

We are at a moment when we all have a unique opportunity and responsibility to shape the future of privacy for the global community. Through these baseline principles, together we are calling on industry to:

¹ See Proposal for a Regulation of the European Parliament and of the Council on the Protection of Individuals with Regard to the Processing of Personal Data and on the Free Movement of Such Data (General Data Protection Regulation) (Jan. 25, 2012), available at http://ec.europa.eu/justice/data-protection/document/review2012/com_2012_11_en.pdf.

² See Consumer Data Privacy in a Networked World: A Framework for Protecting Privacy and Promoting Innovation in the Global Digital Economy (Feb. 23, 2012), available at <http://www.whitehouse.gov/sites/default/files/privacy-final.pdf>.

³ See A Preliminary FTC Staff Report on Protecting Consumer Privacy in an Era of Rapid Change: A Proposed Framework for Bu.53 121.58eU3tc cw,5BT1 0 0 1 3(Fra)-15(m)19(e)iFraFrai(-)1Pld 2(2)-5(5)-5De(an)4(2)-5(0)-512),

- Build privacy protections into your products and services through Privacy by Design.
- Provide more transparency so that consumers can better understand collection, use and retention practices with respect to consumer information.
- Give consumers

developers that their data collection and use practices may fall under the rigorous disclosure and access rules established under our Fair Credit Reporting Act.⁵

Our enforcement actions protect not only U.S. consumers, but the global community. The FTC consent orders arising from Facebook and the launch of Google Buzz now protect more than the billion global consumers using the services of these companies.

The complaint against Facebook alleges a number of deceptive and unfair practices in violation of Section 5 of the FTC Act.

International Conference of Data Protection and Privacy Commissioners, the FTC is working on fostering greater privacy enforcement cooperation.