ATTACHMENT A

The EU-U.S. Privacy Shield Framework in Context:
An Overview of the U.S. Privacy and Security Landscape

The protections provided by the EU-U.S. Privacy Shield Framework (the "Framework") exist in the context of the broader privacy protections afforded under the U.S. legal system as a whole. First, the U.S. Federal Trade Commission ("FTC") has a robust privacy and data security program for U.S. commercial practices that protects consumers worldwide. Second, the landscape of consumer privacy and security protection in the United States has evolved substantially since 2000 when the original U.S.-EU Safe Harbor program was adopted. Since that time, many federal and state privacy and security laws have been enacted, and public and

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Track practices,[14] a "Shine the Light" law requiring greater transparency for data brokers,[15] and a law that mandates an "eraser button" allowing minors to request the deletion of certain social media information.[16] Using these laws and other authorities, federal and state governments have levied significant fines against companies that have failed to protect the privacy and security of consumers' personal information.[17]

Private lawsuits have also led to successful judgments and settlements that provide additional privacy and data security protection for consumers. For example, in 2015, Target agreed to pay $10 million as part of a settlement with customers who claimed their personal financial information was compromised by a widespread data breach. In 2, g r e