

PRESS RELEASE: The European Commission's draft adequacy decision on EU-US data transfers is a crucial step towards startup-friendly transatlantic data transfers.

[Brussels, 13 December 2022, contact: maria@alliedforstartups.org] The European Commission's draft adequacy decision on EU-US personal data transfers is a crucial step towards an agreement that will facilitate personal data transfers between the EU and the US. Allied for Startups welcomes this approach from the European Commission which will bring significant benefits for startups.

Allied For Startups CEO and Founder, Melissa Blaustein, said: **"An enduring EU-US Data Privacy framework is essential to the startup ecosystem. In light of the recent changes in the US law we welcome the European Commission's draft adequacy decision and the launch of its adoption process"**.

"Adequacy agreements facilitate startups' legal compliance, provide legal certainty and enable cross-border data transfers".

The invalidation of the Privacy Shield in July 2020 presented a challenging scenario for the 5,300 companies using it, especially startups, who were forced to deploy complex data transfer mechanisms with limited resources.

On a potential future EU-US agreement, Blaustein added: **"This new agreement on EU-US personal data transfers will support innovation while safeguarding the fundamental right to personal data protection"**.

Allied for Startups is a worldwide network of over 40 advocacy organisations focused on improving the policy environment for startups. Our mission is to ensure that the voices of startups are heard in government. For more information on Allied for Startups including a full list of our network, visit the website at www.alliedforstartups.org