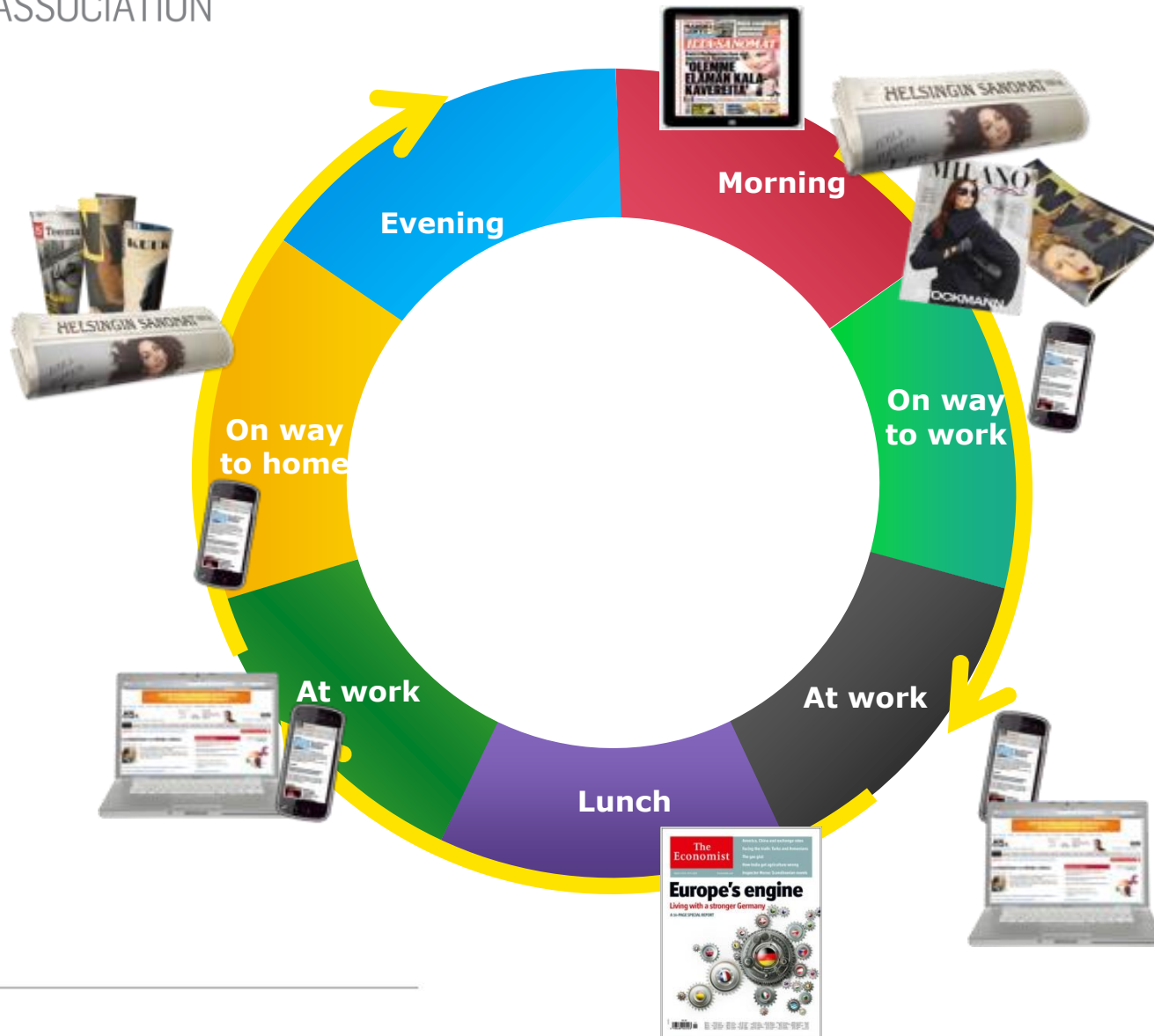
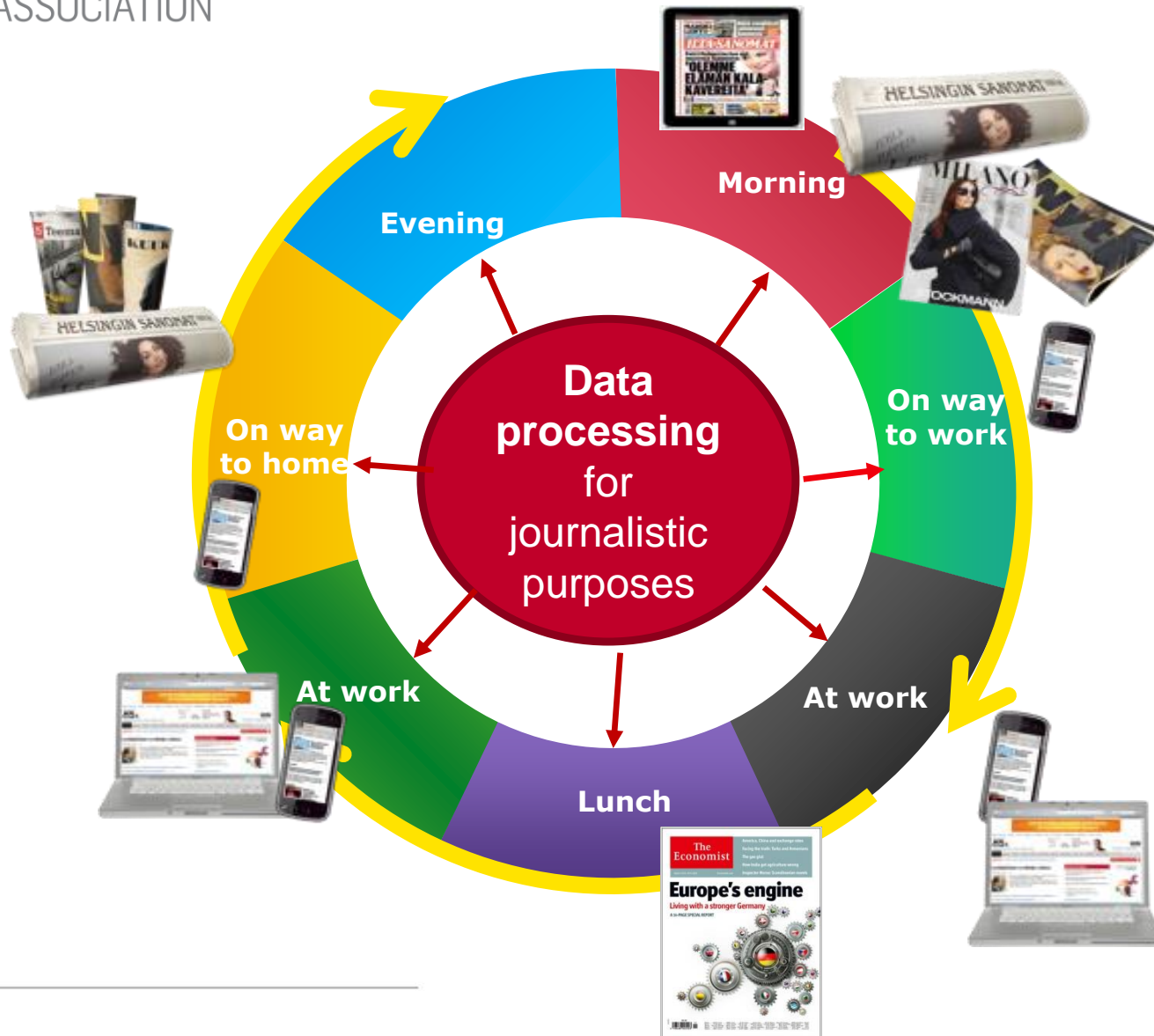


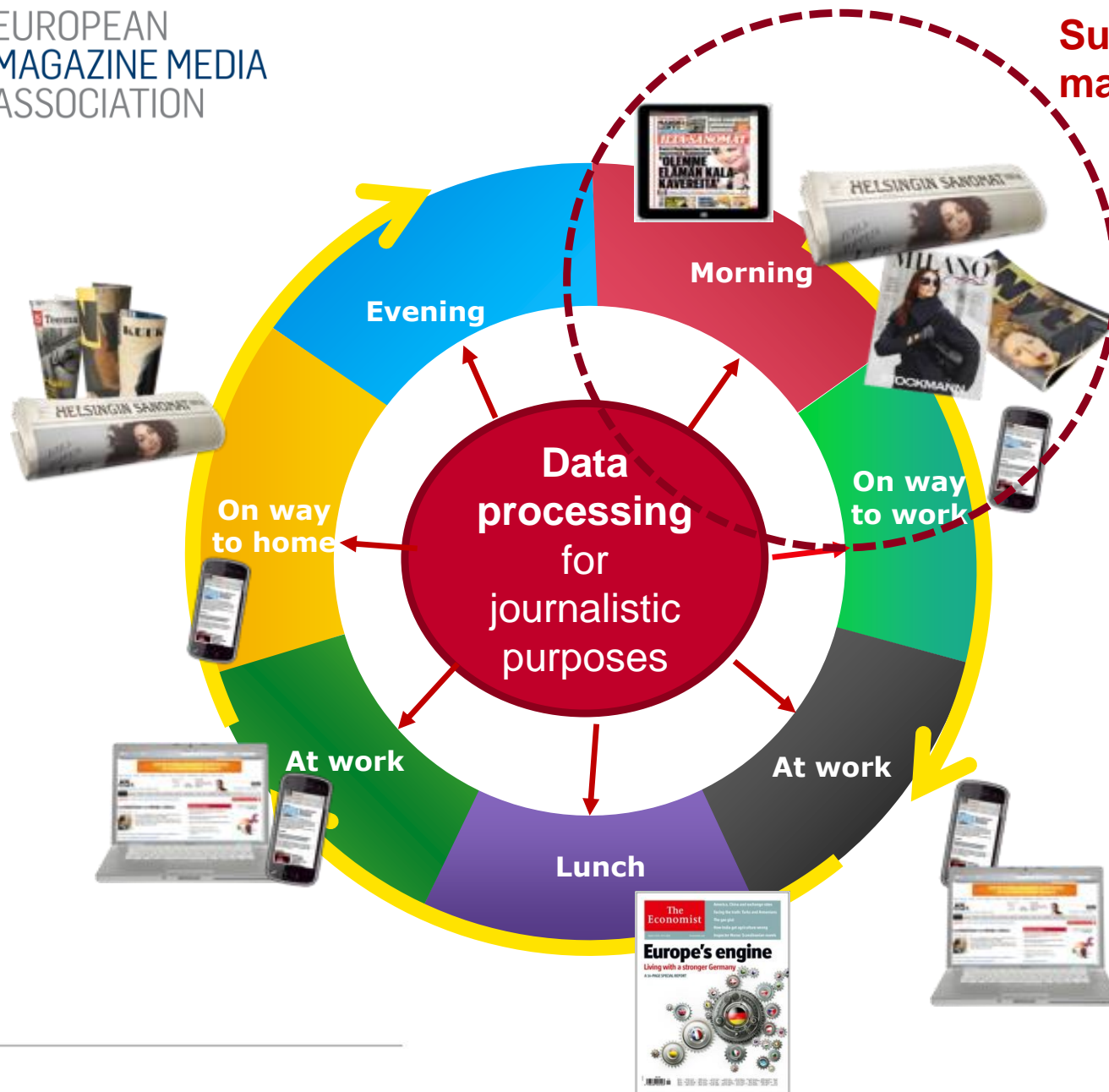
# The press publishers' perspective

**Data Protection vs. Digital Single Market:  
Can the Juncker Commission square the circle?**

*CEPS workshop – Monday 09 November*

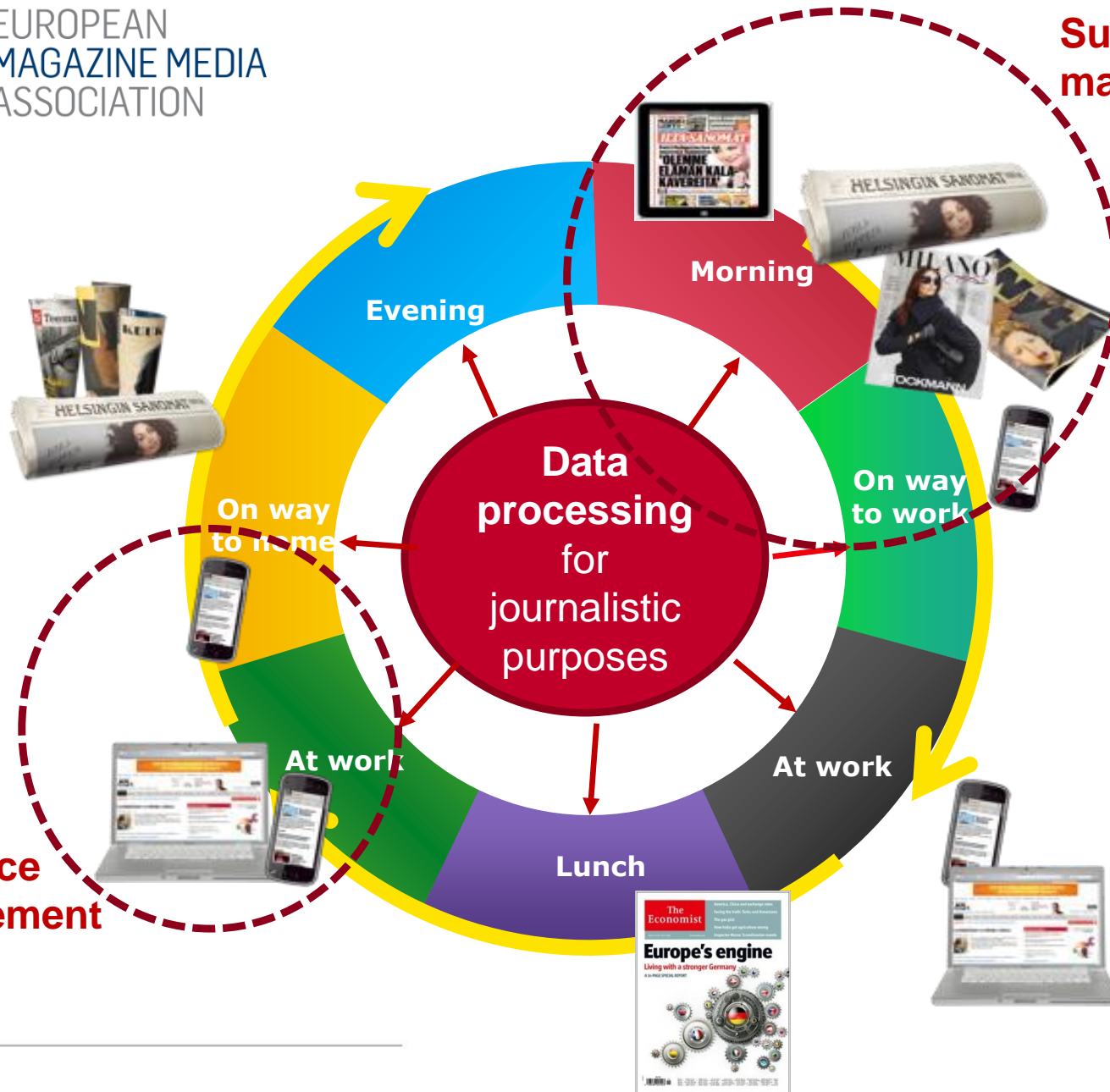






**Subscription  
marketing**

**Audience  
Engagement  
online**



## GDPR and DSM: Summary of press publishers' aspects

- A. Data processing for **journalistic purposes**, i.e. investigative journalism
- B. Data processing for **direct marketing purposes**, i.e. subscription marketing
- C. Data processing for **enhanced audience engagement** online

**1st shortcoming: GDPR - DSM**

**Legal uncertainty**  
versus  
**tentative harmonisation**

**2nd shortcoming: GDPR - DSM**

**No level playing field  
for  
European digital SMEs**



## **3rd shortcoming: GDPR - DSM**

**Innovation is killed  
by the absence of  
a genuine risk-based approach  
to data protection**

# YOUR CONTACT

@ EMMA

**Max von Abendroth**

Executive Director of EMMA

Email: [max.abendroth@magazinemia.eu](mailto:max.abendroth@magazinemia.eu)

Ph.: +32 2 536 06 05 / Mob.: +32 494 50



EMMA / Square du Bastion 1A / 1050 Brussels / Belgium