

# Protecting Privacy

## European and American Approaches and Challenges

The United States and the European Union have distinctive approaches to the protection of personal data. As EU law prohibits data transfers to countries that do not provide what it considers adequate levels of privacy protection, these differences pose potential problems to data transfers to the U.S. Several existing arrangements, most notably the 2000 Safe Harbor Agreement, mitigate the adverse effects on transatlantic data flows. The EU, however, is in the midst of strengthening its data privacy provisions, and Edward Snowden's revelations about the extent of U.S. electronic surveillance have prompted the EU to review the adequacy of the Safe Harbor Agreement. This event explores the nature of the differences between American and European approaches to privacy; the implications of evolving European policy for transatlantic trade; and the prospects for managing those differences within or beyond the context of the on-going Transatlantic Trade and Investment Partnership negotiations.

### Moderator

**Alasdair Young**, Associate Professor, Jean Monnet Chair and Co-Director of CETS

### Speakers

#### **Adam C. Schlosser**, Director, U.S. Chamber of Commerce Center for Global Regulatory Cooperation

Schlosser leads private sector engagement in multiple international regulatory cooperation initiatives, including various forums between the U.S. and EU. His focus includes developing policies that facilitate cross-border data flows, including privacy.

#### **Peter Swire**, Nancy J. and Lawrence P. Huang Professor, the Scheller College of Business

Swire was the Chief Counselor for Privacy in the Office of Management and Budget under President Clinton. In that role he helped to negotiate the U.S.-EU Safe Harbor Agreement. In August he was appointed to President Obama's Review Group on Intelligence and Communications Technology.

**WHERE:** Executive Education Room 314  
Scheller College of Business  
800 West Peachtree Street NW

**WHEN:** Thursday, November 14th, 2013  
1:30 pm – 3:00 pm

### Directions

Parking is available in the 800 Spring Street parking deck or on the surrounding streets. *Please be aware there is construction on 4th Street.*

Enter the building through the Spring Street entrance (next to Barnes and Noble).

The room is on the third floor. Turn right out of the elevator, then left and go through the glass doors.

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