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Policy Focus

Hi there,

Welcome to the first edition of Policy Focus in 2017! We hope that you had a wonderful New Year. This Policy Focus covers the European Commission's ePrivacy Regulation, the GDPR Roundtable and our Brexit impact survey.

As ever, if you want to know more check out our [Digital Advertising Policy Guide](#) and our [policy issues hub](#).

If you've any questions or queries, please email our policy team at policy@iabuk.net

Christie Dennehy-Neil, Public Policy Manager



European Commission publishes ePrivacy Regulation proposal

On 10 January, the European Commission published its final proposal for an [ePrivacy Regulation](#). The Regulation would update the [ePrivacy Directive \(ePD\)](#), the current law that applies to electronic communications services, to align it with the [General Data Protection Regulation \(GDPR\)](#). The ePD has been important legislation for the digital advertising industry, containing specific rules on the use of cookies and other technologies. The Commission has set out an ambitious timetable: it wants to have the new law agreed by the time the GDPR applies (25 May 2018). The IAB has published a [statement](#) on our reaction to the proposed Regulation, and our concerns about its potentially damaging impact on online advertising businesses.

DCMS and ICO host GDPR



roundtable

The IAB is attending a roundtable today, 18 January, hosted by Karen Bradley MP (Secretary of State for Culture, Media and Sport) and Elizabeth Denham (UK Information Commissioner) to discuss the **GDPR** and how businesses are preparing for it. The event will also explore issues arising from Brexit, including maintaining data flows between the UK and the EU/ the U.S., and options for the UK's data protection regime post-Brexit.



Advertising industry Brexit impact survey

From October to November 2016, the IAB, in conjunction with the Advertising Association and other industry trade associations, undertook a survey of its membership to gauge their responses to Brexit. The findings show – perhaps unsurprisingly – that the European market is very important to many IAB members and the majority of respondents anticipate that Brexit will have negative economic consequences for their business. For more information on the survey, please contact Yves@iabuk.net.



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