

# Privacy Shield

To the Trans-Atlantic Data Privacy Framework

## From Privacy Shield to the Trans-Atlantic Data Privacy Framework

Earlier this year a joint announcement from the US and EU states a new Privacy Shield has been agreed in principle. This news will be a relief to many organisations responsible for the flow of personal data between the US and the EU.

25 March 2022 The European Commission and the United States announced that they have agreed in principle on a new Trans-Atlantic Data Privacy Framework, which will foster trans-Atlantic data flows and address the concerns raised by the Court of Justice of the European Union in the Schrems II decision of July 2020.

The Trans-Atlantic Data Privacy Framework reflects detailed negotiations between the U.S. and E.U. enabling trans-Atlantic commerce in all sectors of the economy, including for small and medium enterprises. By advancing cross-border data flows, the new framework will promote an inclusive digital economy in which all people can participate and in which companies of all sizes in all countries can thrive.

The new arrangement will impose stronger obligations on companies in the U.S. to protect the personal data of individuals and stronger monitoring and enforcement by the U.S. Department of Commerce and Federal Trade Commission (FTC), including an increased cooperation with the European Data Protection Authorities.

Since 2020, organisations have been forced to turn to other more cumbersome methods to legitimise data flows into/out of the US. The situation was further complicated by the UK's withdrawal from the EU and recent issue of its own international data transfer mechanism (the 'International Data Transfer Agreement'), and the EU's release of updated data transfer precedent clauses ('Standard Contractual Clauses').

A clear, unambiguous and updated reissue of Privacy Shield has the potential to significantly ease data flows between the EU and the US. In particular, it may streamline data protection compliance between EU entities and US entities. Glantus has successfully certified to Privacy Shield in advance of the upcoming changes. We have updated our privacy policy to reflect this.

**Please visit our website to view latest [Privacy Policy](#)**



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