

Strategy



EDPB Strategy 2021-2023

Adopted on 15 December 2020

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1 INTRODUCTION

1. The mission of the European Data Protection Board (EDPB) is to ensure the consistent application of European data protection rules and to promote effective cooperation among supervisory authorities throughout the European Economic Area (EEA).
2. On 25 May 2018, the EDPB began putting into practice a new institutional and legal framework. This framework comprises both the [General Data Protection Regulation](#)¹ (GDPR) and the [Law Enforcement Directive](#)² (LED). Under the GDPR and LED, cooperation is no longer an option or an ancillary task, but a core and integral part of our work. While much has been achieved, we must address a series of challenges in order to enhance the protection of personal data within and beyond our borders. To be effective in confronting the main challenges ahead, the EDPB has decided to define a strategy for 2021-2023.
3. Our ultimate goal of protecting individuals with regard to the processing of personal data continues to drive our actions. The development of a common data protection culture, which serves as an inspiration and model globally, is at the core of our strategy.
4. This Strategy does not provide an exhaustive overview of the work of the EDPB in the years to come. Rather it sets out the four main pillars of our strategic objectives, as well as set of key actions to help achieve those objectives. The EDPB will implement this Strategy within its Work Program, and will report on the progress achieved in relation to each Pillar as part of its annual reports.

2 PILLAR 1: ADVANCING HARMONISATION AND FACILITATING COMPLIANCE

5. The EDPB will continue to strive for a maximum degree of consistency in the application of data protection rules and limit fragmentation among Member States. In addition to providing practical, easily understandable and accessible guidance, the EDPB will develop and promote tools that help to implement data protection into practice, taking into account practical experiences of different stakeholders on the ground.
 - **Key action 1:** the EDPB will focus on providing further guidance on **key notions** of EU data protection law (e.g., on the concept of legitimate interest, on the scope of data subjects' rights) which are essential to its consistent application. Through the organisation of dedicated stakeholder events and public consultations, we will continue to engage with a wide range of external stakeholders (large companies and SMEs, NGOs, DPOs networks and other data

¹ Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

² Directive (EU) 2016/680 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data by competent authorities for the purposes of the prevention, investigation, detection or prosecution of criminal offences or the execution of criminal penalties, and on the free movement of such data, and repealing Council Framework Decision 2008/977/JHA.

protection professionals) in order to ensure practical relevance. Additional efforts will go to make a more proactive use of the consistency mechanism as well as of other tools in order to address potential gaps or divergences in interpretation and practices in Member States.

- **Key action 2:** the EDPB will further promote **development and implementation of compliance mechanisms for controllers and processors:** increased efforts and resources will be invested – in particular through dedicated workshops and staff trainings - to stimulate the development of tools to promote compliance, in particular codes of conduct and certifications.
- **Key action 3:** the EDPB will foster the development of **common tools** for a wider audience and engage in **awareness raising and outreach activities:** the EDPB already issues guidelines and opinions addressed to professionals with extensive expert knowledge. Building on the resources already available at national level, the Board will develop tools specifically tailored for non-expert professionals, such as SMEs, and for data subjects, in particular children.

3 PILLAR 2: SUPPORTING EFFECTIVE ENFORCEMENT AND EFFICIENT COOPERATION BETWEEN NATIONAL SUPERVISORY AUTHORITIES

6. The EDPB is fully committed to support cooperation between all national supervisory authorities that work together to enforce European data protection law. We will streamline internal processes, combine expertise and promote enhanced coordination. We intend not only to ensure a more efficient functioning of the cooperation and consistency mechanisms, but also to strive for the development of a genuine EU-wide enforcement culture among supervisory authorities.
 - **Key action 1:** encourage and facilitate **use of the full range of cooperation tools** enshrined in Chapter VII of the GDPR and Chapter VII of the LED, bridge gaps or differences between national enforcement procedures, and continuously evaluate and improve the efficiency and effectiveness of these tools. Further promoting a common application of key concepts in the cooperation procedure and strengthening of the communication between SAs.
 - **Key action 2:** implement a **Coordinated Enforcement Framework (CEF)** to facilitate joint actions in a flexible but coordinated manner, ranging from joint awareness raising and information gathering to enforcement sweeps and joint investigations. The CEF will facilitate the coordination of enforcement actions driven by commonly identified priorities and using common methodologies.
 - **Key action 3:** establish a **Support Pool of Experts (SPE)** on the basis of a pilot project, with a view of providing material support in the form of expertise that is useful for investigations and enforcement activities of significant common interest and to enhance the cooperation and solidarity between all SAs by reinforcing and complementing the strengths of the individual SAs and addressing operational needs.

4 PILLAR 3: A FUNDAMENTAL RIGHTS APPROACH TO NEW TECHNOLOGIES

7. The protection of personal data helps to ensure that technology, new business models and society develop in accordance with our values, such as human dignity, autonomy and liberty. The EDPB will continuously monitor new and emerging technologies and their potential impact on the fundamental rights and daily lives of individuals. Data protection should work for all people, particularly in the face of processing activities presenting the greatest risks to individuals' rights and freedoms (e.g. to prevent discrimination). We will help to shape Europe's digital future in line with our common values and rules. We will continue to work with other regulators and policymakers to promote regulatory coherence and enhanced protection for individuals.
- **Key Action 1: Assessing new technologies:** proactively monitoring, assessing and establishing common positions and guidance as regards new technological applications in areas such as artificial intelligence (AI), biometrics, profiling, ad tech and continuous evaluation of existing positions on applications such as cloud services, blockchain etc.
 - **Key Action 2: Reinforcing data protection by design and by default and accountability:** provide clear guidance on how to implement data protection principles effectively, what individuals are entitled to expect and what organisations can do to further improve the ability of individuals to exercise control over their personal data and demonstrate compliance with their obligations.
 - **Key Action 3: intensify engagement and cooperation with other regulators** (e.g. consumer protection and competition authorities) **and policymakers** to ensure that individuals receive optimal protection and to prevent harms from occurring, including where necessary or appropriate in the context of open consultations on new draft proposals or new projects.

5 PILLAR 4: THE GLOBAL DIMENSION

8. The EDPB is determined to set and promote high EU and global standards for international data transfers to third countries in the private and the public sector, including in the law enforcement sector. We will reinforce our engagement with the international community to promote EU data protection as a global model and to ensure effective protection of personal data beyond EU borders.
- **Key Action 1: Promote the use of transfer tools ensuring an essentially equivalent level of protection and increase awareness on their practical implementation:** develop and provide further practical guidance on how these transfer tools – especially new ones - can maintain a high level of protection of personal data transferred from the EEA to third countries, taking into account the risks linked to access to personal data by the public authorities of third countries and the need to ensure enforceable rights, effective redress and safeguards concerning onward transfers.
 - **Key Action 2: Engaging with the international community:** the EDPB and its members will strive to engage in dialogue with international organisations and institutional networks in order to provide leadership in data protection and promote high standards of protection worldwide.

- **Key Action 3:** facilitate the engagement between EDPB members and the supervisory authorities of third countries with a focus on **cooperation in enforcement cases** involving controllers/processors located outside the EEA.

For the European Data Protection Board

The Chair

(Andrea Jelinek)

Adopted