

EPA and Corporate Social Responsibility

Data protection compliance should be understood as part of **Corporate Social Responsibility**. Corporate Social Responsibility is defined as the commitment of businesses to contribute to economic and industrial development while at the same time improving the quality of life of the workforce, families, communities, and society as a whole.

The time when companies were able to consider data protection as a mere legal compliance obligation is in the far past. Instead, in an increasingly digital and data-based world, businesses need to **consider privacy and data protection as assets** that can help them to responsibly further their economic targets.

Regulators and institutions can no longer be the police of the Internet, it's time for companies to take responsibility. This has been recognized by European Data Protection Supervisor (EDPS) Giovanni Buttarelli who has repeatedly stressed the need for an [ethical approach in business models](#) and technological development furthered by privacy by design, new rules, and enforcement cooperation. In September 2015 the EDPS announced that it will establish an Ethics Board, stating that ["The future technological environment will be made up of an interdependent ecosystem of legislators, corporations, IT developers and individuals."](#)



As the White House stressed in its 2014 [Big Data and Privacy: A Technological Perspective](#) report to President Obama, the effective use of technology can successfully leverage the benefits of big data while at the same time limiting risks to privacy. This, however, has to be done at the company level. Sound corporate policy can allow for data processing in a responsible and sustainable way, furthering the potential of data to improve human existence. It can be used to challenge climate change, to create medical cures we never thought were possible. Data has the power to change the world.

EPA is committed to promoting Data Protection Compliance as an integral part of Corporate Social Responsibility schemes. Our mission is to promote forward-thinking privacy and sustainable data protection. In order to further this goal, we would like to explore CSR through research papers, events and eventually create a transparent and non-biased certification program for companies to demonstrate their proactiveness. Interested parties are urged to contact EPA at [info\[at\]europeanprivacy.eu](mailto:info[at]europeanprivacy.eu) for further information.