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Project Consumer Data Protection with Emerging Economies



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cooperação
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Background

With the global proliferation of information and communication technologies comes a wide range of useful innovations for consumers. These include new ways of communication as well as easy access to products and services via online purchasing and payment. However, the use of these and other technologies also bears new risks for consumers. Cross-border data trading, unintended circulation of personal information and the misuse of personal access data can lead to significant personal detriment and economic damages.

In light of increasing global interdependence and the growing importance of a number of emerging economies, international co-operation is a basic requirement for effectively protecting consumer data. Recent political, economic and social developments illustrate the rising awareness for consumer data protection in important emerging economies like China and Brazil.



Objective

The Project aims at improving the conditions for a co-operation between Brazil, China and Germany in the field of consumer data protection.

Duration

The Project is implemented between September 2013 and March 2016.



Approach

The Project initiates an international dialogue between Brazil, China and Germany as a basis for close political as well as technical co-operation. The international discourse concerning consumer data protection between governmental, non-governmental as well as international stakeholders will be fostered.

A comparative research study analysing the status quo of consumer data protection in Brazil, China and Germany will develop recommendations for close future co-operation.

The results of the research study will function as a basis for following activities in the field of human capacity development. The Project integrates the development of an international e-learning-platform with traditional training activities to best reach various target groups, such as consumer organizations, political decision makers, as well as consumers.



Partners

Commissioner and main partner of the Project in Germany is the Federal Ministry of Justice and Consumer Protection (BMJV).

The Ministry of Justice with its National Consumer Secretariat is the main Brazilian partner of the Project (MoJ). The main partner in China is the Cyberspace Administration of China (CAC) / State Administration for Industry and Commerce (SAIC). Additionally, consumer organizations and trade associations, academic experts as well as other organizations from the participating countries will be integrated into the project.

Furthermore, a range of international stakeholders, e. g. the Organisation for Economic Co-operation and Development with its Committee on Consumer Policy (OECD CCP), the Global Privacy Enforcement Network (GPEN) or the social purpose company Global Partners Digital (GPD) will be part of the dialogue.

The Project is implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in co-operation with Consumers International (CI).

Imprint

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