

New data protection and privacy measures

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Everyone likes to benefit from a certain level of privacy, especially in today's world where information is readily available at a click of a button. On January 10, the European Commission published a proposal for a set of measures that will see new privacy rules covering the use of electronic communication services which include various social media platforms. The new rules will further protect individuals against spam e-mails and marketing calls and will also enable users to have better control of their privacy settings. Furthermore, the measures will also present initiatives for new business ventures such as the development of heat maps to indicate the presence of individuals in order to help public authorities and transport companies when developing new infrastructure projects.

The measures aim to update existing regulations by extending them to all electronic communication providers and bring existing regulations, which date back to 2001, in line with the new standards of the EU's [General Data Protection Regulation](#). The proposed measures also aim to find innovative ways to process communication data and reinforce security and trust in the [Digital Single Market](#). The Maltese Presidency is also committed to making progress on the legislative dossiers issued under the [Digital Market Strategy](#).

With this proposal the Commission is urging the European Parliament and the Council of the EU to work swiftly and to ensure their adoption by 25 May 2018, when the General Data Protection Regulation will enter into force.

Such measure will see both European citizens and businesses benefitting from a stronger legal framework for privacy and data protection.

The online magazine is available [here](#).