

## **4th DATA PROTECTION DAY 28 JANUARY 2010**

This year will mark the fourth edition of the Data Protection Day. This event is firmly taking root on the data protection calendar throughout Europe with its influence even spreading across the Atlantic Ocean.

Various awareness-raising events are organised on this day by national bodies as well as by the privacy community and industry for the general public and target audiences such as children. The events are clearly indicated in the links below.

The large geographic scope and the increasing number of actors involved in this occasion reflect a call for global recognition and wide understanding of the right to privacy and personal data protection.

The Council of Europe Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data is an achievement common to European and non-European states. It was opened for signature on 28 January 1981 and will celebrate its 30<sup>th</sup> anniversary next year. It defines a series of common core principles that have become universally recognised and which remain valid in today's world of constantly developing technology.

The Convention is open for accession to non-European states and aims to reinforce a global data protection legal framework not only in Europe but beyond. The Committee of Ministers' decision encouraging the accession to the Convention by non member states with the required data protection legislation is therefore solemnly welcomed.

The Council of Europe is also co-operating closely with other international organisations in preserving privacy, in particular the European Union and the OECD. In this particular context the Council of Europe congratulates the OECD on the 30<sup>th</sup> anniversary of their Privacy Guidelines but our two Organisations have been working efficiently together in assisting member states in bringing their national legislation in line with international standards and our legal instruments have inspired many states across our continent. They have also joined the Council of Europe in celebrating the Data Protection Day.

In addition to legal regulation, synergy between national and international authorities, industry and civil society as well as users is required to ensure the effectiveness of the right to privacy.

Today we stand on the verge of a new era. We are faced with the immense change of the conception of privacy through the new information technology that has been developed. What do young persons consider private and how can we help meet the needs of our "netizens" in preserving their identity?

The member states of the Council of Europe are aware of the challenges that lie ahead – and the need for all actors, public and private to place high on their agenda data protection. Our standard setting committees are also giving a thrust to the new media. This area of work is a priority for the Council of Europe.

The Council of Europe thanks the member states of the Council of Europe that have joined us in celebrating this fourth edition of the data protection day and wish them success in raising awareness, in identifying new challenges, and in making the best use of the wonderful tools we have which help us to keep in contact, to share and to achieve common objectives.