Making data protection work for business: compliance, legal certainty & transparency

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EDPB Statement on enhanced clarity, support, & engagement (Helsinki, July 2025)

1. Making GDPR compliance easier
2. Ensuring consistency in application
3. Maintaining proactive dialogue with stakeholders
4. Supporting the new cross-regulatory landscape

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Compliance

Making the GDPR understandable & practical for all



Helsinki results ➔ support compliance:

- Templates (data breach notifications, DPIA, ...)
- Timely guidance in shorter format (changes to working methods)
- Shorter documents e.g. statement on smart glasses
- Greater use of consistency opinions e.g. facial recognition at airports

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Data Protection Guide for Small Business

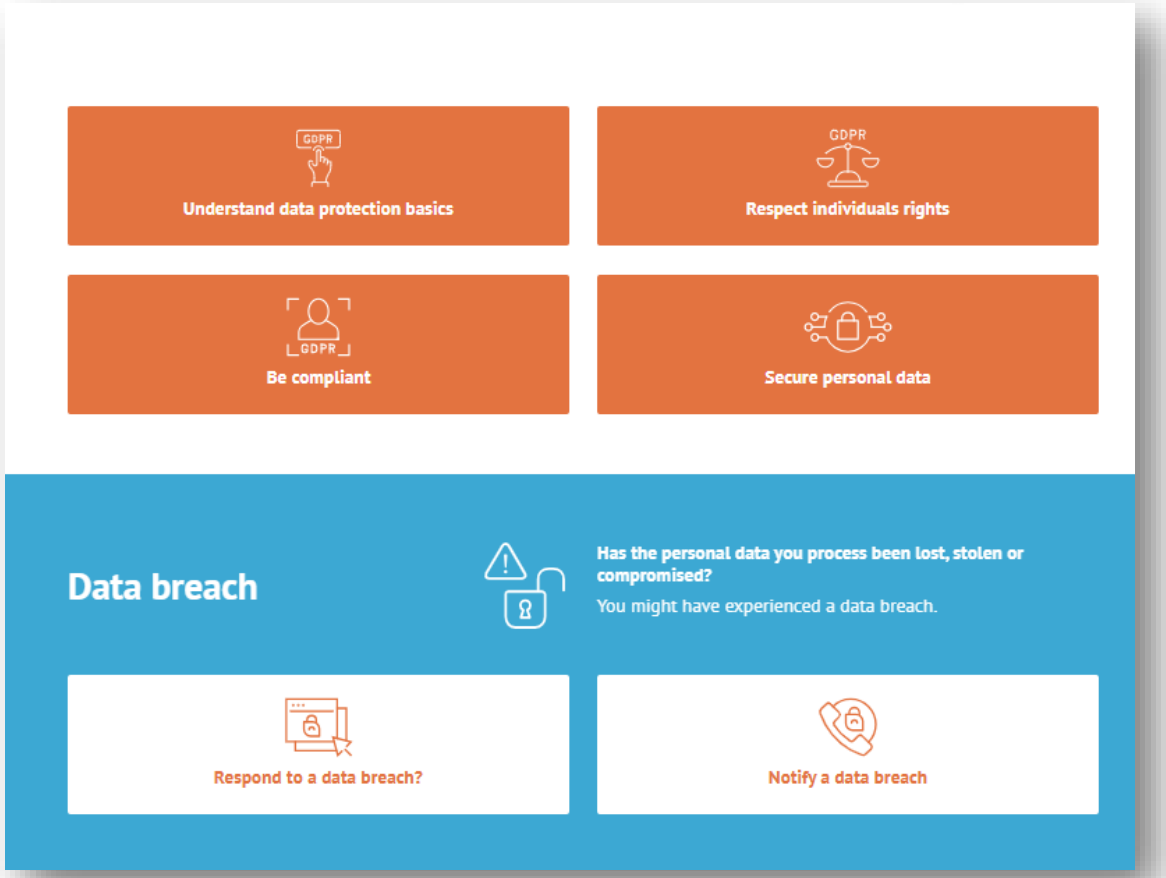
- **21 languages**
- **Practical guidance**
- **Easy-to-use tools**:

➢ videos,

➢ flowcharts

➢ FAQs

➢ concrete examples



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Guidelines at a Glance

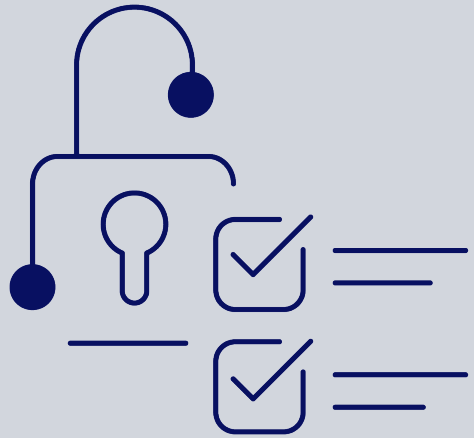
- Series of **summaries of EDPB guidelines** to help non-expert individuals and organisations identify in an easier way the most important points to consider.
- **17** published so far, with more to come.
- Topics include **data protection by design & default**, **anonymisation**, **legitimate interest**, **pseudonymisation**, **blockchains**, **DSA/GDPR**, **data breach**, **right of access**, **connected vehicles**, **AI scraping**, **scientific research**, **video devices**, **connected vehicles** and **consent**.



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Legal certainty

Ensuring clarity & consistency



Helsinki results ➔ consistency

- Collection of DPAs' national positions
- Further alignment of national and EDPB guidance
- Form to signal inconsistencies
- Common enforcement practices, methodologies, tools and common actions

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Cross-regulatory cooperation

- **EU Digital Rulebook:**

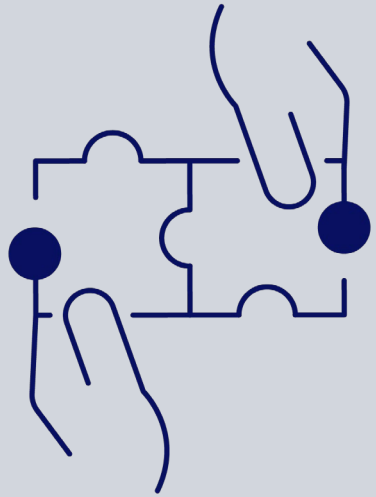
  - **GDPR**: data protection
  - **Digital Markets Act**: competition (market access)
  - **Digital Services Act**: platforms and content moderation
  - AI Act
  - **Data Act** and **Data Governance Act:** data sharing and cloud/data markets
  - **NIS2** and the **Cyber Resilience Act:** cybersecurity
  - **Consumer protection**: e.g. online advertising

EDPB's focus ➔ clarifying overlap & interplay through cooperation with other regulators: DMA-GDPR, DSA-GDPR, AI-GDPR, data protection – competition....

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Transparency

Engaging with stakeholders



Stakeholder consultation

On **guidelines**:

- Earlier enagagement through stakeholder events ➔ report on outcome
- Transparency in feedback ➔ guidelines with track changes after public consultation

Other:

- Signal inconsistencies through form on website
- Consultation stakeholders on what templates are useful

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Find out more about the EDPB

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