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Van: [REDACTED]
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CC: [REDACTED]
Onderwerp: Article 6 (1)f and Recital 39b
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To the Ministers of Justice within the European Union

Please see the attached letter.

Yours sincerely,



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15th May, 2014

Dear Minister,

The Danish, Norwegian and Swedish media publishers' associations are taking this unusual step to contact you together with the other ministers of justice in the European Union. With this letter, we appeal to you to support the Scandinavian press in a very severe situation.

In October 2013 the LIBE Committee of the European Parliament voted on different compromise amendments of the draft proposal for a General Data Protection Regulation, COM(1012) 11 final. Without any discussion – perhaps even by accident – they then wiped away the legal prerequisite telephone marketing to private households, which is the traditional and most effective way of selling news media in the Nordic countries.. The problem remain after the plenary vote of the European Parliament 12 March 2014.

The provisions in question are Article 6(1)f and Recital 39b.

To a great extent, the high penetration of newspapers and other news media in Norway, Sweden and Denmark is due to the fact that consumers in these countries may be contacted by telephone by certain business sectors, which are fundamental for a viable democracy. In order to protect consumers from unwanted calls, anyone has the right to opt out by registering the official Robinson lists in the countries. Before calling a consumer companies have to consult these lists.

The media make use of a range of other marketing tools, but only as supplements. None of the alternative tools has the slightest potential to match telephone acquisition.

We respectfully suggest that it will hardly be in your countries' interest to adopt European legislation, which will have severe adverse effects on the wide spread reading of newspapers, magazines and news media in a considerable number of European countries.

We very much hope that you will support this standpoint during the final negotiations of the regulation in the Council and thank you on beforehand for your understanding – and for your time.

Yours faithfully



05/28/2014

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