

Subject: Negative consequences of GDPR in B2B practice and reasons it will slow down overcoming the crisis

To whom it may concern,

we are addressing you regarding the General Regulation on the Protection of Personal Data (GDPR) of the European Parliament and of the Council. We have previously sought to inform MEPs about our concerns that the new regulation will have a negative impact on normal business practices, reduce the competitiveness of European companies, limit the development of advanced software solutions, tax collection, screening of trading partners within the EU and is fundamentally against one of the main ideas of the European Union - supporting the development of free trade among EU countries and increasing trade with non-member countries.

In addition, the GDPR regulation will be one of the reasons for the slower economic recovery in the current coronavirus crisis.

B2B areas negatively affected by the GDPR Regulation

- Development of free trade among EU countries
- Verifiability of companies within B2B and B2C relationship
- Reducing transparency in the management of public funds from European funds
- Development of software solutions within the EU
- Open data
- Efficiency of European companies
- Deterioration of the efficiency of sales departments
- Deteriorated business conditions for small companies and start-ups

In the attached document, you will find more detailed individual points and our real experience from practice.

We would like to ask you to reflect on our real experiences. We hope that the arguments presented by us will at least lead to further discussion, then optimally change the wording and actual impact of the GDPR Regulation to fulfill its meaning, but limit the aspects where the clearly negative consequence outweighs the intended one. **The change in GDPR will help accelerate the recovery of the European economy and, in addition, be more resilient to future crises.**

Best regards

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DHO s.r.o.
CEO David Hornak