



GLOBAL DATA ALLIANCE

TRUST ACROSS BORDERS

ABOUT THE GLOBAL DATA ALLIANCE

The Global Data Alliance is a cross-industry coalition of companies that are committed to high standards of data responsibility and that rely on the transfer of data around the world to innovate and create jobs. At a time of rising digital protectionism, a multi-sector voice is needed to support sensible and responsible cross-border data policies in capitals around the world. The Global Data Alliance provides that voice.

WHO WE ARE

The Global Data Alliance supports policies that help instill trust in the digital economy while safeguarding the ability to transfer data across borders and refraining from imposing data localization requirements that restrict trade. Alliance member companies are headquartered across the globe and are active in the advanced manufacturing, aerospace, automotive, consumer goods, electronics, energy, financial services, health, supply chain, and telecommunications sectors, among others. The Alliance is open to companies in all sectors that transfer data across borders for business purposes and that support data responsibility. It is administered by BSA | The Software Alliance.

WHY WAS THE ALLIANCE CREATED?

No business with an international operation can function without the ability to transfer data across borders. Yet, there is a trend to impose data localization requirements and restrict cross-border transfers, including in India, China, Russia, Indonesia, and Vietnam. These measures are a serious threat to many companies, in sectors including:

- Advanced manufacturing
- Aerospace
- Agriculture
- Automotive
- Energy
- Finance
- Hospitality
- ICT services, including analytics, cloud computing and cybersecurity
- Healthcare
- Retail
- Supply chain logistics
- Transportation

WHAT WE BELIEVE

The Global Data Alliance subscribes to the following principles:

- Countries should allow for the seamless movement of data across borders for business purposes. This movement is critical to innovation, investment, and competitiveness in all sectors.
- Data localization mandates and cross-border data transfer restrictions are neither necessary nor efficient means to advance objectives relating to cybersecurity, supply chain security, privacy, or law enforcement access.
- Any rules relating to the movement of information across borders should be:
 - necessary to achieve a legitimate objective;
 - narrowly tailored and not impose greater restrictions than necessary;
 - non-discriminatory and technology neutral; and
 - developed and maintained in a transparent manner and subject to reasonable limits on government discretion.
- Countries should work together to:
 - create trust-based frameworks that are interoperable and support the seamless movement of information across borders; and
 - support the use of accountability models for personal data protection and cybersecurity to foster responsible data transfer practices.

The Global Data Alliance is working to advance these principles through in-country advocacy in the markets in which it is active, and through engagement in international fora around the world.

The Global Data Alliance is administered by

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JOBS IN ALL SECTORS DEPEND UPON DATA FLOWS

In sectors from agriculture to advanced manufacturing, cross-border data transfers provide benefits—enabling innovation, creating jobs, and promoting productivity, safety, and environmental responsibility—through 21st century technologies like cloud computing, blockchain, data analytics, and artificial intelligence (AI).

R&D

Multinational R&D teams collaborate across borders to develop new products, cures, and other advances using cloud-based software solutions and research data produced globally.



Market Forecasting

AI tools analyze data from around the world to identify patterns that can help predict market demand, customer design preferences, and risk factors relevant to global investment decisions.



Safety and Productivity

Real-time analytics of data gathered from sensors embedded in global production facilities, machinery, and other assets can alert operators before hazards or breakdowns can occur—allowing for predictive maintenance and safe, productive working conditions.



Sales

From order fulfillment, to invoicing, to responding to customer feedbacks—businesses can meet global customer needs only if they can receive and respond to customer queries transmitted across borders.



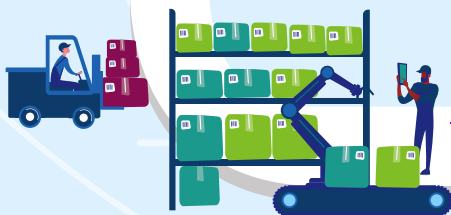
Regulatory Compliance

Legal compliance teams gather data from global operations to demonstrate that products and services meet regulatory requirements for transparency, safety, and effectiveness.



Inventory Control

Data analytics and AI can be used to adjust global inventories—avoiding shortages and freeing up resources for more productive uses.



Supply Chain

Real-time electronic data exchange allows companies to authenticate documents seamlessly, optimize shipping routes, and manage transportation assets for purposes of time, cost, and energy efficiency.



Post-Sale Service

Cross-border data transfer allow manufacturers to trace and recall products, and address service requests, transparently, safely, and quickly.

