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 ARE CROSS-BORDER DATA TRANSFERS?

The seamless transfer of data across borders is critical for companies of all sizes, in every sector, and at every stage of the value chain. From research and development (R&D) to post-sale service, cross-border data transfers allow companies to innovate, invest, create jobs, and promote productivity, workplace safety, and environmental efficiency. This includes:

- **R&D:** To innovate and research new inventions, cures, and other advances using data transmitted across borders;
- **Product Design:** To design new products and services across multi-national teams of engineers and designers;
- **Market development:** To identify and reach new customers globally;
- **Forecasting:** To identify patterns that help predict demand, consumer preferences, and various risk factors;
- **Cost Savings:** To enhance business processes and reduce waste using global operational data;
- **Safety and Productivity:** To perform predictive maintenance through real-time analytics of data from global facilities and machinery;
- **Regulatory Compliance:** To gather data to meet legal requirements for transparency, safety, and effectiveness;
- **Sales and Customer Relations Management:** To respond to global customers for purposes of order fulfillment, invoicing, quality control, and customer feedback;
- **Inventory Control:** To optimize inventories and warehousing processes using global data analytics;
- **Supply Chain:** To optimize shipping routes and deployed assets, thus saving time, cost, and fuel; and
- **Post-Sale Support:** To trace and recall products transparently, safely, and quickly.
WHAT WE BELIEVE

The Global Data Alliance subscribes to the following principles for responsible data transfers:

• Countries should allow for the seamless movement of data across borders. This movement is critical to innovation, investment, and competitiveness in all sectors.

• Data localization mandates and cross-border data transfer restrictions are neither a 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:
  o narrowly tailored and not impose greater restrictions than necessary;
  o non-discriminatory and technology neutral; and
  o developed and maintained in a transparent manner and subject to reasonable limits on government discretion.

• Countries should work together to:
  o create trust-based frameworks that are interoperable and support the seamless movement of information across borders; and
  o 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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