THE VALUE OF THE GLOBAL DATA ALLIANCE

A membership in the Global Data Alliance provides you a seat at the table with industry leading companies that embrace high standards of data responsibility and that rely on the transfer of data around the world to innovate and create jobs. It gives you a unique opportunity to shape global policy that affects your company’s bottom line and the global economy of tomorrow. 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.

WHAT WE DO

The Alliance promotes cross-industry cooperation to advance policies that support the seamless and trusted flow of data across borders. The Global Data Alliance serves three main functions:

1. To convene a multi-sector group of global stakeholders that depend upon the seamless movement of data across borders and that support building trust across borders

2. To educate policy makers, the media, and the public about:
   - The benefits of the responsible movement of data across borders to innovation, job creation, and economic opportunity; and
   - The costs of cross-border data transfer restrictions and data localization mandates

3. To advocate with governments, particularly in Europe, the Asia-Pacific region, and the Western Hemisphere for thoughtful and forward-looking data transfer policies

HOW DOES THE ALLIANCE ENGAGE IN CAPITALS AROUND THE WORLD?

The Global Data Alliance will advocate in capitals around the world to advance policies that support the seamless and trusted flow of data across borders in all sectors.

Through BSA, the Alliance has a team of experienced international staff (full-time staff and consultants) across five continents and 30+ countries. The Alliance is uniquely positioned to:

- Obtain intelligence and provide unique policy insights through its active, on-the-ground global presence,
- Interact with key policymakers around the world, and
- Respond quickly as notable developments arise.

In its educational and advocacy work, the Alliance will host meetings with policymakers, develop advocacy materials, submit comments and letters on proposed policies, hold public and private events, and share exclusive insights and analysis for participating companies.

HOW DOES THE ALLIANCE ENGAGE IN INTERNATIONAL FORA?

The Alliance will work in international fora to build a consensus on cross-border data policy. Open and innovative economies are negotiating to ban or limit data transfer restrictions and localization mandates. And for good reason: Open data policies help guarantee those countries’ access to best-in-class software and data, and facilitate technological development. Many countries have made, or are negotiating, commitments to permit cross-border data transfers under international agreements.
The Alliance’s cross-border data policy focus includes international initiatives like the following:

- Digital Trade Agreements, including the US-Japan Digital Trade Agreement and The Digital Economy Partnership Agreement
- The World Trade Organization plurilateral e-commerce negotiations
- Digital economy initiatives under the auspices of the Asia Pacific Economic Cooperation (APEC) framework and the Association of Southeast Asian Nations (ASEAN)
- The Comprehensive and Progressive Trans-Pacific Partnership Agreement (CPTPP)
- US, UK, and EU trade negotiations that are focused on cross-border data transfer issues

WHAT ARE THE BENEFITS OF PARTICIPATING IN THE ALLIANCE?

The Global Data Alliance offers participating companies with a range of benefits, including:

- Monthly conference calls
- Exclusive insights and analysis for coalition members
- Roundtables and meetings to share information and coordinate strategy in international markets
- Global and regional advocacy materials, reports, primers and other materials
- Comments and submissions on proposed rules and policies
- Opportunity to attend meetings and conference calls with policymakers
- Engagement in international fora, including the WTO

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