GLOBAL DATA ALLIANCE
TRUST ACROSS BORDERS

March 10, 2020

The Honorable David Parker
Minister for Trade and Export Growth
Ministry of Foreign Affairs and Trade
195 Lambton Quay
Private Bag 18 901
Wellington 6160 New Zealand

RE: Introducing the Global Data Alliance

Dear Minister Parker,

We write to introduce the Global Data Alliance and to voice our support for New Zealand's pivotal role in advancing cross-border data policies that foster innovation and economic growth.

The Global Data Alliance is a cross-industry coalition of companies, with headquarters around the world, that are committed to high standards of data privacy and security and that rely on the ability to transfer data responsibly around the world to create jobs and make local industries more competitive.[1] Alliance member companies work to advance policies that promote the responsible handling of data without imposing unnecessary data localization mandates or restrictions on data transfers.

New Zealand is a leader on cross-border data policy, and we recognize the accomplishments of New Zealand's Ministry of Foreign Affairs and Trade, including through New Zealand's conclusion of negotiations with Chile and Singapore on the Digital Economy Partnership Agreement (DEPA) and its active participation in the WTO Joint Statement Initiative e-commerce negotiations. New Zealand's data policy leadership is also reflected in its role in regional institutions, including APEC and the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

Alliance members strongly support New Zealand's leadership, as well as the extension to all sectors, including financial services, of robust data transfer provisions and prohibitions on data localization mandates. Enterprises of all sizes and across sectors depend upon the movement of information around the world to design, create, and export new products and services; to enhance business processes and increase productivity; to reach new customers; and to engage in research, development, and innovation. This movement of information also supports scientific advances and improved health and safety outcomes.

The CPTPP contains several important model elements for a regional cross-border data policy, including the commitment to permit cross-border data transfers coupled with the recognition that any rules governing such transfers be narrowly tailored and no more restrictive than required. We appreciate New Zealand's contributions to thoughtful and forward-looking data policy, and we urge it to continue this important work. We look forward to working with you.

Aaron Cooper
VP, Global Policy

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[1] Global Data Alliance members are headquartered across the globe and are active in the advanced manufacturing, aerospace, automotive, electronics, entertainment, financial and payment services, health, consumer goods, supply chain, and telecommunications sectors, among others. BSA | The Software Alliance administers the Global Data Alliance.