

October 14, 2022

Mission of Colombia to the World Trade Organization  
Rue de Lausanne 80-82  
1202 Geneva, Switzerland

**Re: WTO JSI on E-commerce; WTO E-commerce Moratorium and Work Programme**

Thank you for taking the time to meet with us at the World Trade Organization (WTO) during the WTO Public Forum week. We would like to take the opportunity to introduce the Global Data Alliance<sup>1</sup> (GDA) and to inquire whether you would be open to a 20-30 minute virtual meeting with our member companies in mid-November.

The GDA is a cross-industry coalition of companies that are committed to high standards of data privacy and security and that rely on the ability to transfer data responsibly across borders to support jobs and economic growth. Alliance members are active across many sectors including the agriculture,<sup>2</sup> automotive,<sup>3</sup> clean energy,<sup>4</sup> finance,<sup>5</sup> healthcare and medical technology,<sup>6</sup> logistics,<sup>7</sup> media,<sup>8</sup> pharmaceutical,<sup>9</sup> telecommunications,<sup>10</sup> and tourism. The GDA advances policies that promote the responsible handling of data without imposing unnecessary data localization mandates or restrictions on data transfers.

The ability to transfer data in a trusted and secure manner across transnational digital networks is of central importance to the national policy objectives of many countries. Data transfers support COVID-19 recovery,<sup>11</sup> cybersecurity,<sup>12</sup> fraud prevention,<sup>13</sup> and other activities relating to the protection of health, privacy, security, safety, consumers, and the environment. They also support shared economic prosperity:<sup>14</sup> Cross-border access to marketplaces, purchasers, suppliers, and other commercial partners allows enterprises of all sizes and in all sectors<sup>15</sup> to engage in mutually beneficial international transactions with foreign enterprises. 75 percent of the value of data transfers accrues to companies in sectors such as manufacturing, agriculture, and logistics<sup>16</sup> and at every stage of the value chain.<sup>17</sup> Finally, scientific and technological progress require the exchange of information and ideas across borders<sup>18</sup>: As the WTO has stated, “for data to flourish as an input to innovation, it benefits from flowing as freely as possible, given necessary privacy protection policies.”<sup>19</sup>

We applaud Colombia’s active role in the JSI e-commerce negotiations and its support for the E-Commerce Moratorium and Work Programme. Enterprises of all sizes (including micro-, small-, and medium-sized enterprises) and workers, consumers, and citizens thrive in an environment that supports digital trust and digital trade. The work of the 87 WTO members engaged in the JSI e-commerce negotiations is helping to create the international legal foundation for such an environment of digital trust and digital trade.

The GDA has developed numerous materials on the cross-border aspects of data privacy, cybersecurity, and other data-related policies, including the attached appendices, the [GDA Cross-Border Data Policy Principles](#),<sup>20</sup> the [GDA Report on Data Transfers and Sustainable Economic Development](#),<sup>21</sup> the [Dashboard of Trade Rules on Cross-Border Data](#),<sup>22</sup> and the [GDA Position Paper on Data Transfers and Data Localization Measures](#).<sup>23</sup> We thank you for your consideration and look forward to hearing from you.

Sincerely yours,

*Joseph Whitlock*

Joseph P. Whitlock  
Executive Director

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<sup>1</sup> 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. For more information, please see [www.globaldataalliance.org](http://www.globaldataalliance.org)

<sup>2</sup> Global Data Alliance, *GDA Website – Agriculture* (2022), at: <https://globaldataalliance.org/sectors/agriculture/>

<sup>3</sup> Global Data Alliance, *GDA Website – Automotive* (2022), at: <https://globaldataalliance.org/sectors/automotive/>

<sup>4</sup> Global Data Alliance, *GDA Website – Energy* (2022), at: <https://globaldataalliance.org/sectors/energy/>

<sup>5</sup> Global Data Alliance, *GDA Website – Finance* (2022), <https://globaldataalliance.org/sectors/finance/>

<sup>6</sup> Global Data Alliance, *GDA Website – Healthcare* (2022), <https://globaldataalliance.org/sectors/healthcare/>

<sup>7</sup> Global Data Alliance, *GDA Website – Supply Chain Logistics* (2022), <https://globaldataalliance.org/sectors/supply-chain-logistics/>

<sup>8</sup> Global Data Alliance, *GDA Website – Media and Publishing* (2022), <https://globaldataalliance.org/sectors/media-publishing/>

<sup>9</sup> Global Data Alliance, *GDA Website – Biopharmaceutical R&D* (2022), <https://globaldataalliance.org/sectors/biopharmaceutical-rd/>

<sup>10</sup> Global Data Alliance, *GDA Website – Telecommunications* (2022), <https://globaldataalliance.org/sectors/telecommunications/>

<sup>11</sup> Global Data Alliance, *Cross Border Data Transfers & Remote Work* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/10052020cbdtremotework.pdf>

<sup>12</sup> Global Data Alliance, *Cross-Border Data Transfers & Data Localization Measures* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/02112020GDACrossborderdata.pdf>

<sup>13</sup> Global Data Alliance, *GDA Website – Finance* (2022), <https://globaldataalliance.org/sectors/finance/>

<sup>14</sup> Global Data Alliance, *Cross-Border Data Transfers & Economic Development: Access to Global Markets, Innovation, Finance, Food, and Healthcare* (2021), <https://globaldataalliance.org/wp-content/uploads/2021/07/05062021econdevelopments1.pdf>

<sup>15</sup> Global Data Alliance, *The Cross-Border Movement of Data: Creating Jobs and Trust Across Borders in Every Sector* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/GDAeverysector.pdf>

<sup>16</sup> Global Data Alliance, *Cross-Border Data Transfer Facts and Figures* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/gdafactsandfigures.pdf>

<sup>17</sup> Global Data Alliance, *Global Data Alliance Infographic: Jobs in All Sectors Depend Upon Data Flows* (2021), <https://globaldataalliance.org/wp-content/uploads/2021/07/infographicgda.pdf>

<sup>18</sup> Global Data Alliance, *Cross-Border Data Transfers & Innovation* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/04012021cbdtinnovation.pdf>

<sup>19</sup> WTO, *Government Policies to Promote Innovation in the Digital Age*, 2020 World Trade Report (2020), at: [https://www.wto.org/english/res\\_e/booksp\\_e/wtr20\\_e/wtr20-0\\_e.pdf](https://www.wto.org/english/res_e/booksp_e/wtr20_e/wtr20-0_e.pdf)

<sup>20</sup> Global Data Alliance, *Cross-Border Data Policy Principles* (2021), <https://globaldataalliance.org/wp-content/uploads/2021/07/03022021gdacrossborderdatapolicyprinciples.pdf>

<sup>21</sup> Global Data Alliance, *Cross-Border Data Transfers & Sustainable Economic Development* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/05062021econdevelopments1.pdf>

<sup>22</sup> Global Data Alliance, *Dashboard of Trade Rules on Data Transfers* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/gdadashboard.pdf>

<sup>23</sup> Global Data Alliance, *Cross-Border Data Transfers & Data Localization Measures* (2020), <https://globaldataalliance.org/wp-content/uploads/2021/07/02112020GDACrossborderdata.pdf>