



Data Protection

In April 2016 a new regulation (Reg. EU 2016/679 - GDPR) was adopted on the protection of individuals with regard to the processing of personal data and on the free movement of such data.

Among many other things, the new Regulation introduces a strengthened right for customers to freely choose by whom their data will be processed (Article 20 – Recital 32). When applied to the automotive sector, this measure will allow the car owners to evaluate who, between dealers/repairers and manufacturers, provides the best service (in terms of quality/price) and to make their decision accordingly.

During the period of implementation of the new regulation CECRA will have to:

- Make sure that the new regulation will not add any additional administrative burden for dealers.
- Establish a common playing field where the access to data will not be discriminatory for automotive dealers when compared to manufacturers.