

# Political Implications of the General Data Protection Regulation

## Introduction

General data protection regulation (GDPR) is a framework that was established in the EU on the year of 2018, to replace the data protection directive 95/46/EC, and its considered one of the strongest privacy of data laws in the World. Its primary aim is to protect the privacy of EU citizens and change the direction in which organizations approach data privacy and collection (EU General data, N.D.). Furthermore, GDPR works to give citizens of the EU, ownership and control of their personal data fully, and allows citizens to execute a form of boundary controls and consent for access of personal information, in which organizations doing work within the EU should honor, unless they want to receive hefty penalties (Tony & Sudhir, 2022). Although the GDPR framework was created within the EU, it has gained much familiarity across the globe which has led to many political implications, affecting the balance of power between individuals, governments, and international businesses. This paper aims to investigate the political implications that arise from GDPR, and examining how politicians have addressed the policy, why politicians have come to their decisions, and the ramifications of those choices. Approaches from political science scholarly articles, will help to anticipate this paper in depth, and conclude the terminology discussed.

## Political responses of the General data protection regulation (GDPR)

EU politicians argue that GDPR was mainly established due to the growing problems of EU citizens, wanting to know how their data is moved and collected within organizations, and due to many organizations selling their consumers personal data to third party organizations (Buckley et al.,2024). This would cause for individual's personal data, to be featured in high data breaches such as the yahoo data breach in 2016, that caused individuals data to be leaked without their consent all across the globe. Being that the misuse of data, became more prevalent, the need for a

strict regulation on the privacy of EU citizens data became crucial. EU politicians further conclude that the incorporation of GDPR serves citizens awareness and control over the collection and the use of their personal information and can be understood to be a cornerstone of digital sovereignty. (Dominik et al., 2022). GDPR also has motivated many nations around the world, to take action of their citizens sensitive and personal information, and incorporate strict guidelines measures to ensure their information is properly protected.

While American politicians will argue that GDPR, will impact the innovation in technology, and have a significant effect on the technology platforms and the data architectures, that are used normally to manage personal data within firms (Mackay, 2017, as cited in HE et al., 2019). Furthermore, politicians feel that organizations will be so worried about the data protection for the EU citizens and penalties from data breaches due to GDPR, will take away time from them completing other task such as innovation, auditing, and security upgrades for their organization.

### Political motive behind decisions

When it comes to the views of American politicians and EU politicians on their perspectives of GDPR, it is based on many components. For example, the EU politicians Ke & Sudhir, (2022) argue that GDPR help individuals have a sense of authorization and rights, against organizations that keep their data (Ke & Sudhir, 2022). Moreover, EU politicians Ke & Sudhir, (2022) elaborate on the political claims they made, by stating that GDPR recognizes that people are always the owners, of their personal information, which gives them access to three essential rights related to their privacy (Ke & Sudhir, 2022). Which are “(1) explicit consent (also known as data opt-in), (2) to be forgotten (data erasure), and (3) portability (data transfer) (Ke & Sudhir, 2022). This helps individuals feel empowered with their information and push towards data privacy rights, against big companies that gather information, such as google and Facebook.

GDPR also includes instructions for organizations, when it comes to breaches that conclude. Allen (2019) argues that this will help to keep organizations internationally in check when it comes to abiding by GDPR regulations, because penalties can range up to millions, or 4 percent of global revenue for organizations (Allen et al., 2019).

While GDPR does inspire the aspirations of data security, it does however have major political implications on international organizations. American Politician Li (2019) argues that big organizations that do business within the EU such as Google, Facebook, and Apple, will have to spend between \$10 million and \$20 million dollars to meet the GDPR policies, which will weaken their competitive advantages (HE et al., 2019). GDPR, will also cause issues on emerging technologies, such as Artificial intelligence (AI), due to the regulation increasing the cost and limiting the application scope (HE et al., 2019). The reasoning is that included in the GDPR in article 13 & 22 it requires that certain algorithm decision need to be reviewed and explained by humans, before they can be enforced, which will require increased labor cost (HE et al., 2019).

## GDPR Ramifications

The ramifications of GDPR has affected Citizens, governments, and organizations operating within the EU. In the EU, GDPR has gained the trust of its citizens, due to the promotion of data security. This has allowed for citizens to feel empowered and act, against the misuse of their data from organizations, selling it to third parties. GDPR has also gained much political implications and popularity, and is seen to get adopted by many nations, to promote data security for their citizens.

However, while GDPR has been working in the EU, it has caused many political problems for other nations around the globe, such as the United States. Tech companies globally, will have to spend millions of dollars, just to meet the GDPR standards and guidelines, which could decrease

profitability's for large and medium sized organizations. GDPR will also cause many organizations internationally not wanting to do work within the EU, do to fear of them being penalized, and the regulations and restrictions being too heavy on the organizations standards. While GDPR can be seen to promote digital sovereignty within the EU, it can be seen to cause economic issues, and decline in innovation for other nations. With the strict guidelines in which GDPR permits, it holds back on the continued development of tools, such as AI, which needs a lot of data to progress further. This can have a huge impact on the EU economy, if innovation does not continue.

## Conclusion

GDPR can be seen, to have major political implications and effects on the way businesses and governments, see individual freedoms and safeguarding of sensitive information. GDPR is also viewed as a major step forward, towards data privacy for individuals, and empowerment for its citizens. And promotes citizens to authorize, if they want their information shared with a certain organization or not, unlike most nations around the world such as the U.S. However, there are many political issues that arise with GDPR moving forward, when it comes to working with international organizations and creating new innovations, due to strict guidelines that must be followed. However, GDPR can be seen as a key to digital sovereignty for many nations around the world when it comes to the world wide web.

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