



B9+ statement on recent Council developments concerning the Digital Omnibus and targeted GDPR amendments, 16/03/2026

Members of the European Parliament and the Council,

As Business Federations from the D9+ countries Ireland, Portugal, Spain, Belgium, the Netherlands, Denmark, Sweden, Finland, Estonia, Poland and the Czech Republic we would like to draw the attention of the EU institutions to recent developments in the Council negotiations on the Digital Omnibus, which risk undermining some of the most important simplification objectives of the package.

According to the Council compromise text circulated on 20 February 2026, Member States appear ready to remove the revised definition of personal data proposed by the Commission in the targeted GDPR amendments, as well as the provision empowering the Commission to clarify criteria for adequate pseudonymisation through secondary legislation. This is not a good idea.

From the perspective of European companies active in AI, data analytics, and industrial digitalisation, the revised definition of personal data and other changes in the GDPR represent some of the most meaningful simplification efforts in the entire Digital Omnibus package. Businesses need clearer and more proportionate rules to develop, deploy, and scale data-driven technologies which is a must for Europe's competitiveness and prosperity.

In practice, the absence of clearer criteria for pseudonymisation and a more operational definition of personal data continues to create significant compliance challenges. Divergent interpretations across Member States and authorities lead to inconsistent enforcement and discourage the responsible use of data for innovation, including in high-value use cases such as AI training, industrial optimisation, cybersecurity, and research.

The Digital Omnibus was presented as a targeted initiative to improve the effectiveness of EU digital legislation, reduce unnecessary administrative burdens, and strengthen Europe's competitiveness. Weakening or removing core simplification measures at this stage would run counter to that objective and risk sending a negative signal to European industry at a time when investment conditions and global competitiveness are already under pressure.

Against this background, the B9+ group encourages the EU institutions, and in particular the Council, to preserve the Commission's simplification ambition.