

**From:** [REDACTED] [\(TRADE\)](#)  
**To:** [REDACTED] [\(TRADE\)](#)  
**Cc:** [REDACTED] [\(TRADE\)](#)  
**Subject:** FW: meeting with Apple  
**Date:** vendredi 26 avril 2019 13:51:51

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### **Meeting with Apple – 24/04/2019**

**Participants:** [REDACTED], [REDACTED] (Apple), [REDACTED], [REDACTED], [REDACTED]  
[REDACTED] (DG TRADE B1)

The meeting took place at the request of Apple in the context of the WTO negotiations on e-commerce.

Apple underlined the importance of the moratorium on customs duties on electronic transmissions for the industry. They expressed concerns that the ongoing discussions are carried out without proper analysis of the economic importance of the moratorium. They argued that only a proper tax regime could ensure the non-discriminatory treatment of digital content.

On cross-border data flows, they considered that the GDPR was a good model in terms of clear conditions and transparency. In their view, the main problem was that many countries did not have clear regulation of data transfers and/or decisions were often taken on a case-by-case basis. They pointed out that trade negotiations should not deal with privacy protection. However, trade rules could require that countries should have rules on cross-border data transfers that are transparent, clear and non-discriminatory.