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Mr. Jeffrey P. Bezos
Chief Executive Officer
Amazon
410 Terry Avenue
North Seattle, WA 98109-5210

May 23, 2018

FINAL REVISED LETTER

Dear Mr. Jeffrey P. Bezos:

We write to you on behalf of leading consumer, privacy and civil rights organizations to urge you to adopt the core elements of the new European Union General Data Protection Regulation as a baseline standard worldwide for all of your services. Strong privacy standards should apply to everyone who uses online platforms and services no matter where they live.

We envision a digital economy that safeguards individual privacy, advances fairness and provides equal opportunity for all. The unfettered collection and use of personal data threatens this future. The targeting of internet users, based on detailed and secret profiling with opaque algorithms, jeopardizes not only consumer privacy but also democratic institutions. There are serious risks that already marginalized communities could face new forms of discrimination as a result of insufficient protections. In addition, the vast collection of personal data diminishes competition.

The new baseline privacy protections taking effect May 25 in Europe help ensure that companies such as yours operate in an accountable and transparent manner, subject to the rule of law and the democratic process. The European regulation provides a solid foundation for data protection, establishing clear responsibilities for companies that collect personal data and clear rights for people whose data is gathered. It places limits on the gathering and use of personal data.

Since you will be providing these protections for hundreds of millions of people in Europe, there is no question that you are capable of applying the same protections worldwide. We insist that you do.

You have an opportunity to lead. The Data Protection Regulation should be considered a floor, not a ceiling; a starting point in the progressive protection of privacy and digital rights. We urge you to commit to providing these baseline privacy protections in all jurisdictions for all people by June 25, 2018, and to provide specific details on full implementation by the end of 2018 with an effective date of January 1, 2019.

Please direct your response to gdpr@democraticmedia.org and ourdigitalrights@citizen.org.

Yours sincerely,
Public Citizen
1600 20th Street, NW
Washington, DC 20009

Center for Digital Democracy
1875 K Street NW, 4th floor
Washington, DC 20036

Signatories (see reverse)

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Berkeley Media Studies Group
California Center for Rural Policy
Campaign for a Commercial-Free Childhood
Center for Digital Democracy
Color Of Change
Constitutional Alliance
Consumer Action
Consumer Assistance Council, Inc.
Consumer Federation of America
Consumer Watchdog
Electronic Privacy Information Center (EPIC)
Essential Information
Future Wise
Government Accountability Project
Institute for Agriculture and Trade Policy
Media Alliance
National Association of Consumer Advocates
National Consumer Law Center (on behalf of its low income clients)
Oakland Privacy
Privacy International
Privacy Rights Clearinghouse
Trade Justice Alliance
U.S. PIRG
World Wide Web Foundation
X-Lab
Yale Privacy Lab