

Privacy compliance

Privacy as a tool to create value

NOV.2020 – World Trade Organization
Economic opportunities and costs of privacy
governance

DATA



Mercado Libre environment

**OPERATES IN 18 COUNTRIES
IN LATINAMERICA**

**55M
BUYERS**

**12M
SELLERS**

**SUBJECT TO SEVERAL
DATA PRIVACY REGULATIONS**

**GROWING REGULATORY
COMPLEXITY**



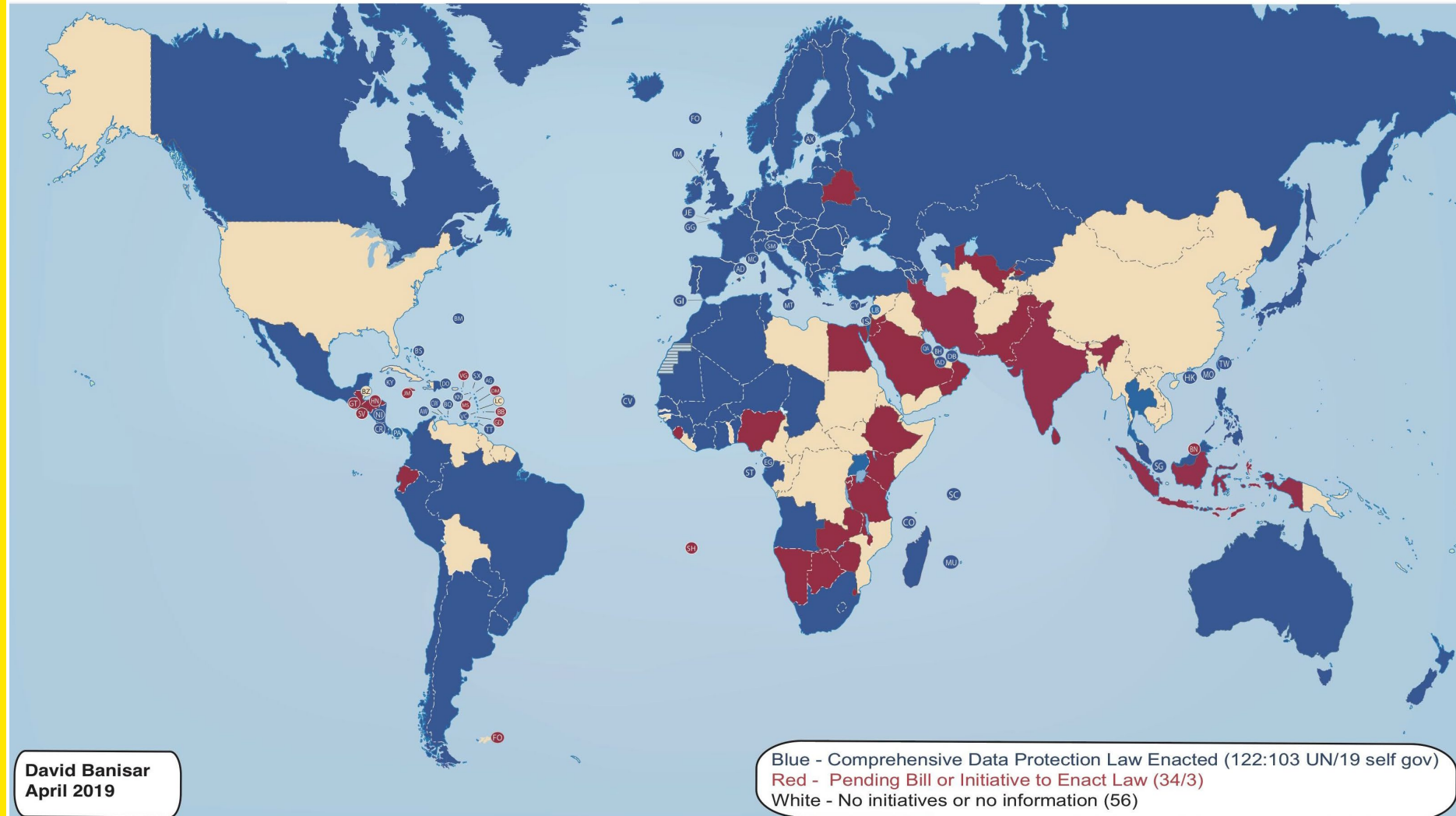
mercado
libre

Context

The value of information



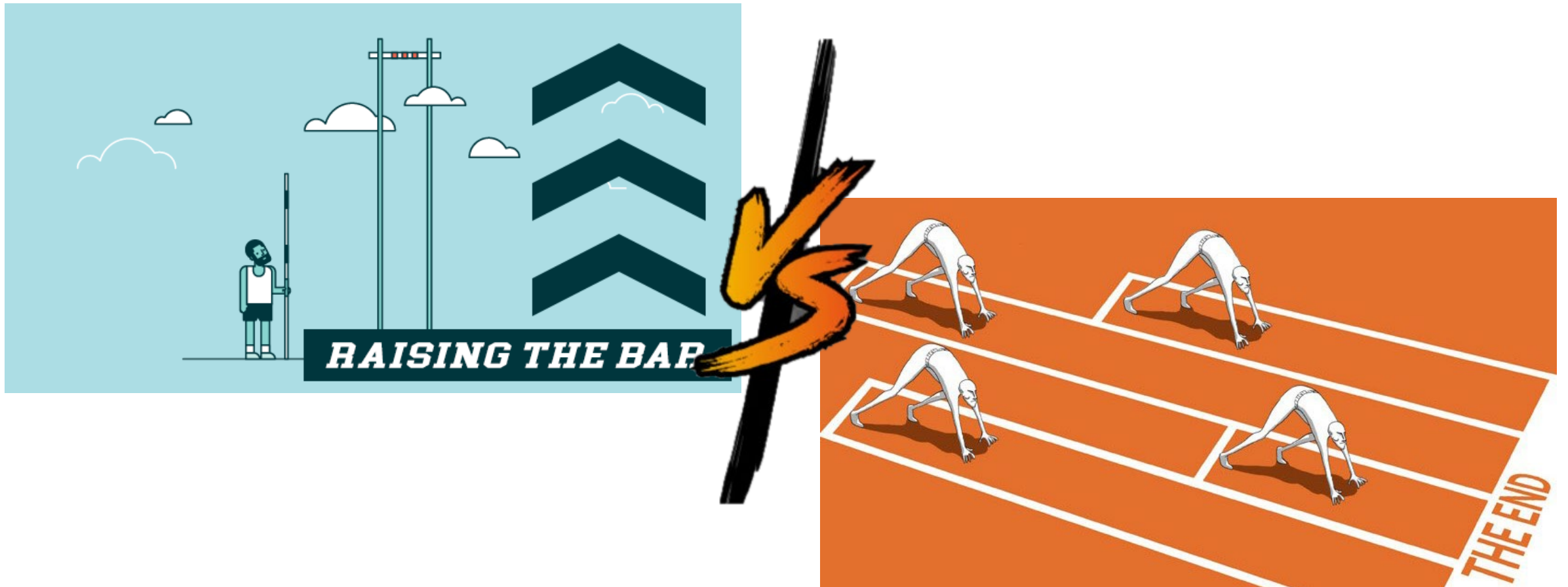
National Comprehensive Data Protection/Privacy Laws and Bills 2019



David Banisar
April 2019

**Complex and
dynamic
regulatory
framework**

Multinational organizations: different models for Data Protection Compliance

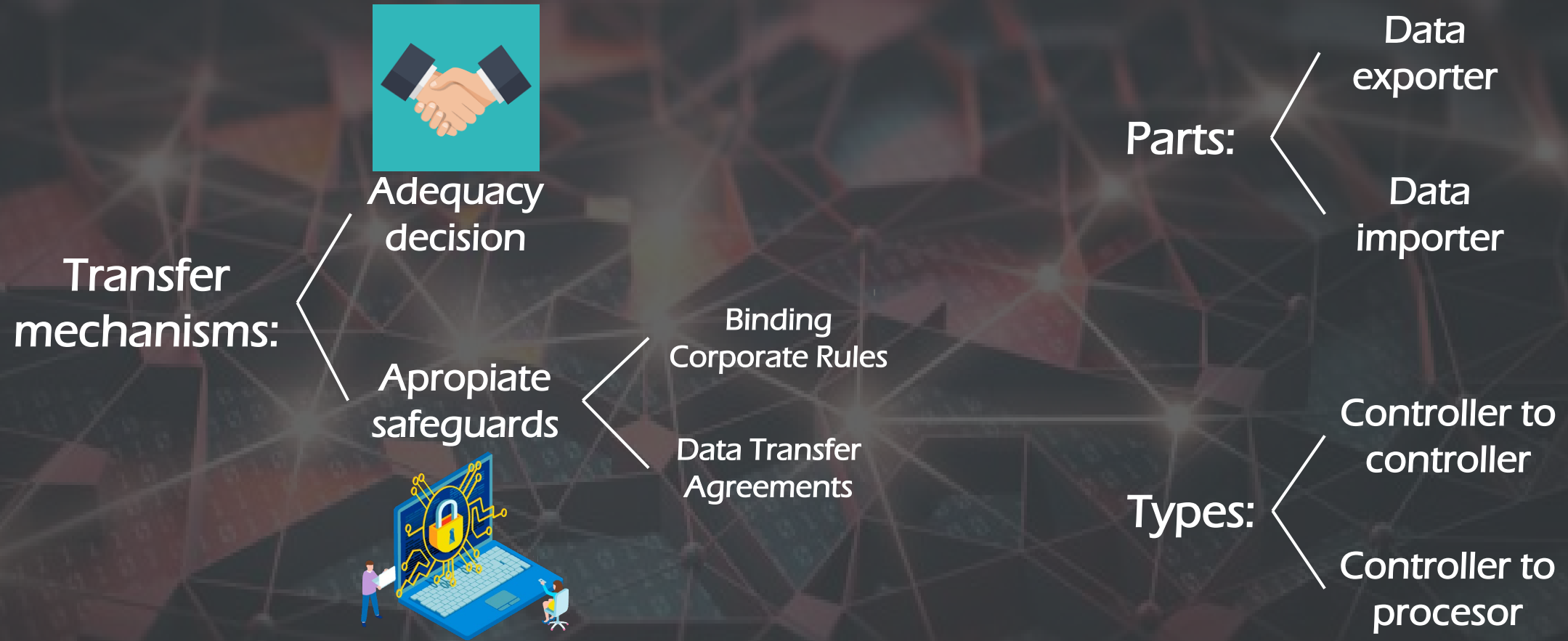


MELI's Data Protection Compliance Program



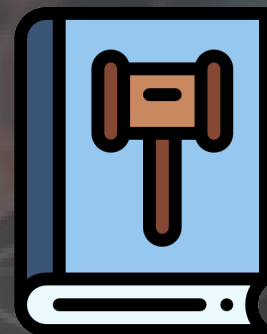
“create value through
responsible use of personal data”

Crossborder Data Flows



Crossborder Data Flows

Adequate level of
protection



Binding Corporate
Rules

Data Transfer
Agreements



Harmonization of law

1

Legal certainty

2

Equal competition

3

Facilitate flows

A modern office lounge with a grey sectional sofa, a blue rug, and a yellow table. A large yellow banner with the word 'Thanks!' is overlaid in the center. The background shows a glass-walled office space with a large lamp and a decorative plant.

Thanks!

#TheBestIsComing

