Privacy compliance
Privacy as a tool to create value

NOV.2020 – World Trade Organization
Economic opportunities and costs of privacy governance
Mercado Libre operates in 18 countries in Latin America.

- 55M buyers
- 12M sellers

Subject to several data privacy regulations.

Growing regulatory complexity.
Context
The value of information
Complex and dynamic regulatory framework

National Comprehensive Data Protection/Privacy Laws and Bills 2019

David Banisar
April 2019

Blue - Comprehensive Data Protection Law Enacted (122; 103 UN/19 self gov)
Red - Pending Bill or Initiative to Enact Law (34/3)
White - No initiatives or no information (56)
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

Transfer mechanisms:
- Adequacy decision
- Appropriate safeguards

Parts:
- Data exporter
- Data importer

Types:
- Controller to controller
- Controller to processor

- Binding Corporate Rules
- Data Transfer Agreements
- Adequacy decision
- Appropriate safeguards
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
Thanks!

#TheBestIsComing