

# Statement



## Statement on privacy implications of mergers Adopted on 19 February 2020

**The European Data Protection Board has adopted the following statement:**

The EDPB has noted the intention of Google LLC to acquire Fitbit, Inc.

There are concerns that the possible further combination and accumulation of sensitive personal data regarding people in Europe by a major tech company could entail a high level of risk to the fundamental rights to privacy and to the protection of personal data.

The EDPB has previously stated that it is essential to assess longer-term implications for the protection of economic, data protection and consumer rights whenever a significant merger is proposed<sup>1</sup>.

The EDPB therefore reminds the parties to the proposed merger, in accordance with the principle of accountability, of their obligations under the GDPR and to conduct in a transparent way a full assessment of the data protection requirements and privacy implications of the merger.

The EDPB urges the parties to mitigate the possible risks of the merger to the rights to privacy and data protection before notifying the merger to the European Commission. The EDPB will consider the implications that this merger may have for the protection of personal data in the European Economic Area and stands ready to contribute its advice on the proposed merger to the Commission if so requested.

The EDPB will continue to be vigilant in this and similar cases in the future.

For the European Data Protection Board

The Chair

(Andrea Jelinek)

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<sup>1</sup> Statement of the EDPB on the data protection impacts of economic concentration, adopted on 27 August 2018, available at: [https://edpb.europa.eu/our-work-tools/our-documents/autre/statement-edpb-data-protection-impacts-economic-concentration\\_en](https://edpb.europa.eu/our-work-tools/our-documents/autre/statement-edpb-data-protection-impacts-economic-concentration_en).