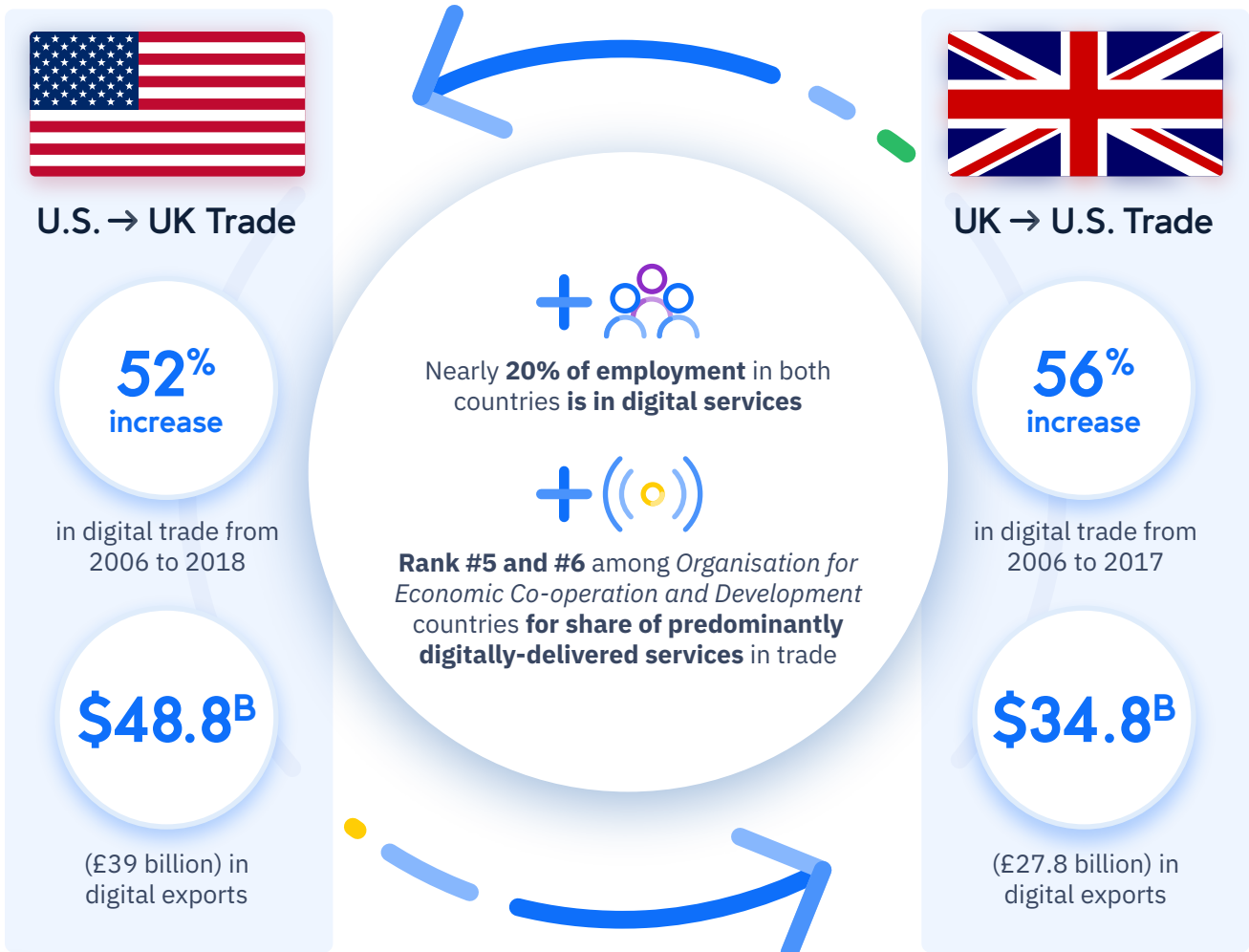




A U.S.-UK FTA Represents A Key Opportunity To Set Best-In-Class Digital Rules

Our two nations' leading digital economies make a U.S.-UK free trade agreement (FTA) with strong digital provisions a landmark opportunity for both countries.



Did You Know?

Every business, in every industry benefits from digital trade.

- Farmers rely on international information flows to control equipment and predict future weather.
- Online e-commerce platforms enable a small business on main street or the high street to export to customers around the world.
- Major sectors of the economy, like banking and manufacturing rely on the free flow of information across the Atlantic to function and thrive.



Key Elements Of A Strong Digital Trade Agreement

A U.S.-UK FTA represents a significant opportunity for the internet sector, and every industry that benefits from the internet. Such an agreement should include provisions that:



Ensure The Free Flow Of Information Across Borders & Protect Privacy

Digital trade agreements should promote the free flow of information, prevent data localization, and protect the privacy of consumers. The ability to transfer and access information across borders is critical to all economic sectors and when information is restricted, the economy and exports are hurt.



Foster Innovation-Oriented Copyright

Negotiators should prioritize balanced, innovation-oriented intellectual property frameworks that support exporters. As more exporters leverage the internet to trade goods and services and use a number of these innovative practices, copyright limitations and safe harbors, tailored for the digital environment, have become even more critical to the growth of the entire economy.



Uphold Intermediary Liability Protections

Intermediary liability protections remain crucial to the operation of digital platforms and the free flow of information. These protections ensure cloud and other internet services can host third-party content and communications without the service provider being considered the publisher or speaker of that content. They enable features such as customer reviews, which have been essential to building customer trust for e-commerce businesses in the U.S. and UK.

Other Key Provisions:

- Support for an international solution to digital taxation.
- Customs and trade facilitation for small e-commerce sellers
- Prohibition on disclosure of encryption, source code, or digital customs duties

About Internet Association

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org