These fall into two categories. Firstly, there are amendments (AMs) which limit the scope of what constitutes ‘personal data’. Currently, all data linked to an individual are considered personal data. These AMs restrict the scope of personal data by establishing that data is only personal data for the organisation that processes the data (the “controller”) or by a third party “working together with the controller”. Apart from these parties, data relating to a natural person will not be considered “personal data” and will not be protected. AMs 715 and 716 (ALDE), 717 (EPP) & 720 (independent) fall into this category.

A 2nd set of AMs seeks to give less protection to data which are “pseudonymous”, which means that a directly identifiable piece of data is replaced by a pseudonym. This lowering of protection includes all types of data that are ‘pseudonimised’, incl. data generated by profiling individuals’ personality in online social media, for example AMs: ALDE: 726, 728, 729, 732, 851, 887, 897, 904, 1542, 1568 - EPP: 730, 898, 921, 922, 1543, 1585, 1630.

Positive amendments seek to clarify that the “singling out” of individuals produces personal data, while maintaining the main direction of the Commission’s original proposal. Such amendments include: ALDE: 714 - S&D: 719 - EPP: 721