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GENERAL DATA PROTECTION REGULATION OF THE EUROPEAN UNION—A NEW
CHALLENGE FOR THE FRAMEWORK OF WTO

Abstract

In the field of satellite navigation services, it is inevitable that the service providers, whether the contractor or the service providers directly facing the end users would have the need to possess the personal information of customers. The introduction of General Data Protection Regulation(GDPR) of the European Union has posed a new compliance challenge for the service providers that are outside the EU. Situations that new non-tariff trade barriers in the field of cross-border satellite navigation services may be occurred. This paper aims to study the coordination and unification of the GDPR and WTO rules.