An open, stable and trusted Internet is not only vital for business operations worldwide but it is also prerequisite to achieving the 17 United Nations Sustainable Development Goals (SDGs).

As the voice of business, the International Chamber of Commerce (ICC) considers Internet governance to be critical for the promotion of international trade, economic development, and innovation. In today’s digital economy, Internet governance has implications for businesses operating all over the world, regardless of location, sector, or company size.

This is why, ICC and its Business Action to Support the Information Society (BASIS) initiative, works to ensure private sector views are represented at the Internet Governance Forum and anywhere else the future of the Internet is under consideration. We have been actively involved since discussions on Internet governance began over 10 years ago, continually making the case for business inclusion in the full range of policies and decisions on the Internet and information society.

This guide concisely sets out business views on the IGF 2019 sub-themes and key issues up for discussion. To learn more about our work visit www.iccwbo.org or join the discussion at @ICCnetgov.

**DATA GOVERNANCE**

The IGF Data Governance track involves discussions on ensuring the benefits of the data revolution contribute to inclusive social and economic growth, while also effectively addressing privacy and data protection challenges. The track will work towards identifying best practices for the development of human-centric data governance frameworks at the national, regional and international levels.

- ICC urges governments to ensure that all citizens and companies can realize the full potential of the Internet by adopting policies that facilitate the adoption of new technologies and the global movement of data that supports them. Policymakers should support open cross-border data flows, while also ensuring that users have adequate privacy, security, and IP protections and that those protections are implemented in a manner that is transparent, non-discriminatory and not a disguised restriction on trade.

- Governments should adopt flexible, globally-consistent, and market-driven policies that fuel innovation and facilitate the adoption of emerging technology. When designing and deploying new technology, such as AI, all relevant stakeholders should work together to ensure human-centric and holistic approaches that take into account social/cultural factors, values and ensure trust.

- Governments should work in partnership with business to enable convergence and to ensure that regulation does not create unnecessary burdens or unintended consequences that could stifle the potential for economic and societal benefits that deployment of new technologies and innovative business models can bring.
DIGITAL INCLUSION

The IGF Digital Inclusion track aims to provide a framework for assessing the various elements and policies which can improve access to equitable opportunities in a digital age. Digital inclusion is about identifying and connecting communities with little or no access to the Internet, creating inclusive information and knowledge societies, and bringing everyone to the table throughout the decision-making process.

> Information and communication technologies (ICT) underpin efforts to realize all 17 Sustainable Development Goals (SDGs). Private sector investment and innovation has transformed the Internet from an information exchange network to the platform for sustainable social and economic development we recognize it to be today.

> In order to reach their development potential, ICT must be accessible, affordable, and relevant to the needs of all citizens. Connecting the unconnected is not just about infrastructure and access to mobile, Internet and new technology. Meaningful connectivity also requires a focus on adoption barriers, including creating an enabling environment for the creation and availability of locally relevant content in local languages and addressing skills gaps.

> In pursuit of these goals and a people-centred Information Society, policymakers must improve their understanding of how ICT works in practice, including knowledge of the ICT ecosystem, roles of stakeholders and relevant policy issues. Frameworks that enable Internet connectivity should be based on light-touch ICT policy and regulations, encouraging competition and enabling the entry of new players into the ICT ecosystem, while permitting the promotion of innovative business models.

> Multistakeholder efforts are necessary for continued support of capacity building initiatives that seek to empower individuals and businesses locally as content producers. They are also needed for developing business models that are unique and relevant to national economies.

> To enhance inclusiveness and diversity, attention should be given to developing tools that promote Internet access and use to a wider spectrum of users including women, the elderly, people living with disabilities, and non-English speakers.

SECURITY, SAFETY, STABILITY, RESILIENCE

This IGF track will discuss strategies for protecting all aspects of the digital ecosystem, as security and safety are prerequisites to economic growth and a healthy digital environment beneficial to all. While security, stability, and resilience refer to the systems, the infrastructure, and the devices; safety and resilience of the users are also of paramount relevance.

> Stakeholder cooperation is essential for strengthening Internet security and responding to the large and growing range of cybersecurity threats to the global Internet. Stakeholder collaboration is important to promote a culture of security and build trust among businesses and users with appropriate legislation in place to combat cybercrime.

> Policy frameworks should provide for robust and appropriate data protection that guarantees the privacy of the citizen without hampering innovation. Governments should assure that their policy and regulatory environments are up to date and reflect best practices regarding the protection of privacy and security.

> Companies should adopt recognised and applicable best practices to ensure that personal data is appropriately secured as technology and services evolve. Voluntary compliance with broadly accepted industry guidelines is an effective approach to ensuring privacy and security standards.

> Rights that people have offline must also be protected online, in accordance with the rule of law and international human rights legal obligations. Restrictions on freedom of expression using communications services and the Internet diminish their usefulness, inhibit the exchange of ideas, undermine public accountability, and stifle innovation and commercial opportunities.
INTERNET GOVERNANCE

The IGF offers a unique, open and inclusive setting for multistakeholder dialogue around issues, norms, principles, and decision-making processes related to the use and evolution of the Internet. Internet governance considerations underpin all discussions throughout the IGF week.

> The multistakeholder model, as continually strengthened and evolved, will serve our shared interest in a stable and sustainable Internet. The strength of this distributed, bottom-up Internet governance process is not only in its open and inclusive participation model, and the legitimacy and credibility that the model fosters, but also its flexibility to rapidly adapt to changing technologies and issues.

> Effective multistakeholder Internet governance includes continued efforts by various stakeholders (individually and collectively—including private sector led, multistakeholder and intergovernmental) to address Internet-related issues and the promotion of greater cooperation among organizations.

> Digital cooperation should be guided by the objectives of information sharing, raising awareness and where appropriate, coherence in work programmes and collaboration.

> The IGF serves as a pioneering example of cooperation among stakeholders because it has focused not on the negotiation of text, but instead the sharing of knowledge and ideas. The open exchange of best practices, policy approaches and experiences is the IGF’s main strength.