

Beat: Business

## FRANS IMBERT VIER CEO FO UBCOM SHARES HIS EPERTISE ON Gafa HEARING AT CONGRESS

### OVER STATE SOVREIGNTY OR ARTIFICE

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**USPA NEWS** - Frans Imbert-Vier, CEO of UBCOM, the Swiss-based Cyber Security Strategy Consulting Agency, highlights the aspects of the recent Four Giants Tech Gafa hearing. Frans Imbert-Vier shall develop his expertise and disruptive light on the subject of cybersecurity. At 49, former CIO of the Omnicom Group for TBWA, he worked for over 15 years to protect the secrecy of major international brands. « This week, the tech giants (Amazon, Apple, Facebook and Google) were auditioned for 5 hours in Congress. The bosses of these large American companies have tried to explain that they are not abusing their dominant position to crush their competitors or prevent consumers from leaving the ecosystems they have cleverly designed. »

### FRANS IMBERT VIER FRENCH SWISS SPECIALIST IN DATA PROTECTION& SOVERIGNTY SAHRES HIS EPXERTISE

Frans Imbert Vier, Franco-Swiss specialist in data protection and sovereignty, interprets this hearing differently depending on the political camp to which one adheres, three months before the presidential election: "The Republicans see their possibilities of election reduced and feels the media bias as content defended by social networks. To hide the panic, the speech is linked to economic domination, a consequence of successive policies and well before the Trump era as was the case under the Clinton presidency, which had initiated the first start allowing the domination that we know today ". Regarding the Democrats, Frans Imbert Vier analyzes: "They align themselves by defending innovation and the intermediate economy literally stifled by the GAFAM, in the United States as in Europe and particularly in France lately. The COVID crisis -19 reinforces this feeling, based on the fact that the world realizes that without American videoconferencing, nothing can be done. In reality, this is false, but it is the perception that is made of it "[?].-----

Behind this hides another concern, less popular with political actors: Democrats and Republicans are worried about the technological domination of GAFAM, without citing their financial powers or their market shares. "What is at stake is the computing power that they can deliver; a storage capacity much greater than what the NSA can produce. And so to believe, through the advent of AI and the solutions proposed, that one day an armaments player will rely on the GAFAM offer to deliver a lethal 4.0 system. Thus, it is easy to consider that from this moment, on paper, an actor of GAFAM would become a sovereign actor by having the free will of the decision to fire on a weapon controlled by Alphabet software. or from Microsoft. This posture is near, possible, likely in the short term, and Americans must find a way to prevent this without constraining trade and trade law. The posture of the Congress is therefore an artifice of a much more serious and tragic problem for the nations to come, which will all have - including France - facilitated the creation of a first sovereign digital state "[?]worries Frans Imbert Vier.

### ABOUT FRANS IMBERT-VIER CEO OF UBCOM-----

Frans Imbert-Vier, CEO of UBCOM Former CIO for more than twenty years, spent by Apple, OMNICOM and the Marie Claire group, Frans Imbert-Vier created his own cybersecurity consulting company. CEO of UBCOM, the Swiss-based Cyber "Security Strategy Consulting Agency, Frans Imbert-Vier will shed a playful and disruptive light on the subject of cybersecurity. At 49, former CIO of the Omnicom Group for TBWA, he worked for over 15 years to protect the secrecy of major international brands. Intervening at ISEP (Institut Supérieur d'Électronique de Paris), he publishes numerous forums and is a reference in the world of cyber security and subjects relating to the political and technical sovereignty of a given. Strategically, it chooses to set up its head office in Switzerland where data protection is enshrined in the Constitution as an inalienable right. He then opened an office in Paris and then in Luxembourg. Source : Ubcom

### Article online:

<https://www.uspa24.com/bericht-17332/frans-imberty-vier-ceo-fo-ubcom-shares-his-epertise-on-gafa-hearing-at-congress.html>

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