As data professionals, we tend to get trapped in the vicious cycle of “what comes next” and often do not take the time to understand the past. This article looks at the history of EU data protection law because, as Winston Churchill once said, “the farther back you can look, the farther forward you are likely to see”. Although US scholars point to the Fair Information Practices (FIPs) of 1973 as the root of modern informational privacy in the US, there is no evidence connecting FIPs to EU data protection law. In fact, the development of data protection law in the EU has a distinct and separate history. To be