

The paper studies the EU's transformation from a cybersecurity laggard to a normative leader and examines its dominant digital regulative power in the international arena. Considering the fast-changing and increasing nature of cybercrime and cyber threats, it is essential to know the EU's methods to influence global cybersecurity norms. The study focuses on the main question: How the EU's role is shaping the development of global cybersecurity norms? For this reason, the paper also investigates how the European Union has used its internal market power, regulatory expertise, and diplomatic networks to influence cybersecurity policies beyond borders. This part focuses mainly on its impact on the Association of Southeast Asian Nations.

Moreover, this paper employs agenda-setting theory as a theoretical framework and analyzes features of policy windows, institutional roles, and transnational dimensions that have contributed to the EU's dominance. This research mainly focuses on GDPR's influence on ASEAN. Therefore, the association member state's data privacy legislations are discussed in detail and compared to the GDPR. Different methods were used to collect data. The primary official documents from both organizations and secondary literature were thoroughly examined. Therefore, this work intends to contribute to our understanding of the global cybersecurity landscape and the EU's pivotal role in it.