



EuroPriSe – European Privacy Seal

The European Privacy Seal (EuroPriSe) project will provide a trans-European privacy seal issued by independent third parties certifying compliance of IT-products and IT-based services with European regulations on privacy and data security.

EuroPriSe, the European Privacy Seal project aims to establish a European product audit certifying compliance of IT-products and IT-based services with European regulations on privacy and data security after the completion of a specific two-step procedure: an evaluation of the product or service by accepted legal and IT experts and a crosschecking of the evaluation report by an accredited certification body.

One of the main problems facing the information society is a lack of trust in IT products and services caused by the possibilities of electronic surveillance. Citizens and business often need “a good faith belief” when using privacy relevant IT products and services. Currently there is no transparent guidance for choosing a data security and privacy compliant product.

EuroPriSe will provide a transparent procedure and reliable criteria to award a European Privacy Seal. The privacy seal visualizes that a product has been checked and approved by an independent privacy organisation and thus indicates a trustworthy product. Thus, the privacy seal at the same time fosters consumer protection and trust and provides a marketing incentive to manufacturers and vendors for privacy relevant goods and services.

EuroPriSe aims to establish

- Voluntary privacy certification valid throughout Europe
- Transparent non-bureaucratic procedure and reliable criteria
- Supervision by an independent third party
- Visibility of privacy compliance available for marketing
- Comparability of products by short public reports

The **EuroPriSe** project will adapt the successful certification scheme and criteria of the privacy seal (Guetesiegel) of the German state of Schleswig-Holstein to European requirements. **EuroPriSe** is addressed to manufactures of IT products and services related to processing or storage of personal data, to technical and legal IT experts and to data protection authorities interested in participating in the pilot trials. The project will conduct a workshop for potential experts and plans to award the first European Privacy Seals to products or services that can be deployed in compliance with European regulations on privacy and data security.

The **EuroPriSe** consortium is lead by the Independent Centre for Privacy Protection Schleswig-Holstein (ICPP/ULD), Germany. The partners from 8 European countries include the data protection authorities from Madrid, Agencia de Protección de Datos de la Comunidad de Madrid and France, the Commission Nationale de l'Informatique et de Libertés (CNIL), the Austrian Academy of Science and London Metropolitan University from the UK, Borking Consultancy from the Netherlands, Ernst and Young AB from Sweden, TÜV Informationstechnik GmbH from Germany, and VaF s.r.o. from Slovakia.

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Website	www.european-privacy-seal.eu
Contact	Kirsten Bock, euoprise@datenschutzzentrum.de
Participating Countries	Austria, France, Germany, Slovakia, Spain, Sweden, Netherlands, United Kingdom