



## **EuroPriSe - European Privacy Seal**

A consortium of eight European organisations and enterprises lead by the Independent Centre for Privacy Protection Schleswig-Holstein (ICPP/ULD) combined forces to gather the requirements for a European Privacy Seal. Role model for the project is the Privacy Seal (Datenschutz-Guetesiegel) Schleswig-Holstein. The legally based privacy certificate, yet unique within Europe, has successfully been established particularly on the German market since 2000 and has in the meantime been awarded to approx. 40 products. In the future, the European Privacy Seal is to certify that IT products and services comply with European legislation, in particular with the 1998 Data Protection Directive.

The parties involved pursue the concept to feature IT products and services of a high privacy protection standard with a certificate to make them visible for consumers and people concerned. Thus, citizen-friendly, data-minimizing and technically secure products, e.g. within internet services, the health sector, or during customer data processing, gain a competitive advantage over unexamined competitors.

Dr. Thilo Weichert, head of ICPP/ULD declared: “We experienced that there is an international demand and a need for privacy-examined products. In view of the opacity of data processing, consumers need comprehensible examinations by trustworthy and competent independent institutions according to recognised standards. This is to be offered by the Privacy Seal.”

Together with ICPP/ULD, project partners are: Agencia de Protección de Datos de la Comunidad de Madrid, Spain; Borking Consultancy, The Netherlands; Commission Nationale de l'Informatique et des Libertés, France; Ernst & Young AB, Sweden; Österreichische Akademie der Wissenschaften, Institut für Technikfolgenabschätzung, Austria; London Metropolitan University, United Kingdom; TÜViT, Germany and VaF s.r.o, Slovakia.

Definition of validation criteria and procedure as well as the elaboration of consistent privacy protection standards will be conducted in close co-operation with the privacy and data protection authorities in Europe. The project will support the establishment of the Privacy Seal instrument both in European legislation and particularly within national privacy and data protection acts.

<b>EU Funding</b>	1.2 million €
<b>Duration</b>	June 2007 – December 2008
<b>Website</b>	<a href="https://www.datenschutzzentrum.de/europriSe/">https://www.datenschutzzentrum.de/europriSe/</a>
<b>Contact</b>	Independent Centre for Privacy Protection Schleswig-Holstein (ICPP/ULD) +49 (0) 431 988-1200 mail@datenschutzzentrum.de
<b>Participating Countries</b>	Austria, France, Germany, Netherlands, Slovakia, Spain, Sweden, UK