



THE BOOK:
TRUSTMARKS IN E E-COMMERCE

PRIVACY as an **ASSET** & the **VALUE** of **TRUSTMARKS**

*The Economics of Personal Data and Privacy
30 years after the OECD Privacy Guidelines
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Privacy as an **asset**

Companies start to realize that **data protection compliance** of their products and services can be leveraged **to beat the competition**.

- THE CLOUD COMPUTING CASE STUDY -



Trustmarks

Trustmarks are one of the available tools to communicate data protection compliance to the (potential) customers.



...actually a **VERY VALUABLE MARKETING TOOL**



THE Question

“Are trustmarks to be relied upon?”

In other words

“Are trustmarks the result of a trustworthy certification practice?”



Key elements for trustworthy CP

1. Certifier **independency**
2. **Impartiality** in auditing procedure
3. Active **monitoring** of the certified company
4. Certifier **enforcement** power
5. Certifier **accountability**



THE Answer

***At present,
most of the trustmark schemes
are not to be relied upon!***



THE Opportunity

- European trustmarks made it to the **Digital Agenda** for Europe
- **Art. 29 WP Opinion 3/2010** on the principle of accountability suggests the development of certification programs or seals
- **COM(2010) 609 final** “A comprehensive approach on personal data protection in the European Union” the Commission will explore the possible creation of EU certification schemes (e.g. ‘privacy seals’) for 'privacy-compliant' processes, technologies, products and services
 1. Certifier **independency**
 2. **Impartiality** in auditing procedure
 3. Active **monitoring** of the certified company
 4. Certifier **enforcement** power
 5. Certifier **accountability**



Conclusion

*The **time is right to develop trustworthy certification schemes** and reap the full benefits of trustmarks to improve e-society and e-economy and to simplify e-policy!*



**Thank you
very much!**

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