



Data Protection Officers European Privacy Seal

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European Digital Rights – EDRi

- Association of European Privacy and Human Rights Associations
 - founded in 2002
 - 28 Member Organisations
 - 18 European Countries
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- A map of Europe showing various countries colored in red and blue. There are several yellow dots scattered across the map, primarily in Western and Central Europe. The map is framed by a thin black border.
- bi-weekly newsletter EDRi-gram since 2003
 - German edition since 2006 at www.unwatched.org

EU DP Framework

- Data Protection and Privacy
 - are fundamental rights
 - guaranteed by the Charter of Fundamental Rights of the European Union
- DP Directive requires member states to
 - maintain a register of processing operations
 - or
 - to require data processors to appoint a DP Officer
 - and maintain a register of their processing operations

DP Officers in Germany

- are either employed by the processor or external experts
- perform their tasks independently
- directly report to the top level management
- implement professional DP management
- perform audits on a regular basis
- perform prior checking for new applications

DP Officers - Advantages

- have an DP expert within your company
- get trustworthy, confidential expert advice during application development and operation
 - -> advances innovation & market position
- establish a professional data protection management
- build a trust relationship to DPAs
- build a trust relationship to customers
- handle data breaches responsibly

DP Officers - Disadvantages

- professional standardisation is still in progress
- only few good trainings available
- external DPOs tend to accept too many customers
- internal DPOs tend to suffer from lack of independence

DP Officers – State of play

- German DPO association developed professional principles
 - defines high quality standards for the profession
- DPOs are important players in the promotion of Data Protection and Privacy
- DPOs are by far more effective than registration schemes
 - less bureaucracy, faster results
 - cooperative relationships advance DP friendly solutions

Data Protection Seals (1)

- German State Schleswig Holstein
 - DPA introduced privacy seal for DP compliant IT services and applications
 - State of Schleswig-Holstein decided to choose products with DP seal over comparable products without seal.
 - -> competitive advantage for certified products / services
 - -> also interest from companies without business relations to the State of Schleswig-Holstein

Data Protection Seals (2)

- European Privacy Seal – EuroPriSe
 - certifies, that an IT product or service can be operated in a DP compliant way and that it provides excellent DP features in at least one criterion
 - criteria based on EU DP directive -> valid in all member states
 - evaluation is carried out by legal and technical experts; seal is awarded by independent authority
 - -> possibility to demonstrate DP compliance to customers / individuals
 - -> advancement of Privacy by Design / Default

Data Protection & Privacy

The business of Privacy
is about
building and meeting trust
between
data processors and data subjects
that
fundamental rights are sufficiently protected