



Press Release

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## **EuroPriSe starts work as certification authority for the new privacy seal of the German federal state of Mecklenburg-Vorpommern**

*EuroPriSe adds a new product to its portfolio. As of today, EuroPriSe GmbH certifies IT products, procedures for automated processing of personal data or for the support thereof according to Mecklenburg-Vorpommern's privacy seal scheme.*

The German federal state of Mecklenburg-Vorpommern strengthens privacy and data protection by means of establishing a privacy seal ("Gütesiegel Datenschutz Mecklenburg-Vorpommern"). In a procedure meeting highest data protection standards, EuroPriSe grants the seal in consultation with the Commissioner for Data Protection and Freedom of Information of Mecklenburg-Vorpommern. The seal certifies compliance with Mecklenburg-Vorpommern's data protection law. According to its data protection act, the state's public bodies must give priority to the deployment of products and procedures that have been granted the seal. This gives seal holders a clear competitive advantage over their competitors.

By relying on EuroPriSe as certification authority for the new seal, Mecklenburg-Vorpommern benefits from EuroPriSe's longtime experience with the European Privacy Seal and from the high quality of the criteria and procedures previously established for this seal. Mecklenburg-Vorpommern's Data Protection Commissioner approved the criteria and procedures envisaged by EuroPriSe for the new seal scheme. This means that as per today, EuroPriSe does not only offer the only EU-wide, independent privacy seal, but also acts as certification authority for a national German privacy seal that is explicitly acknowledged by the respective data protection act and granted in consultation with the competent data protection authority.

EuroPriSe already gained prospective clients for the new seal and will start with the conduct of pilot certifications soon. The certification procedure starts with the submission of an application for certification to EuroPriSe. As a next step, experts accredited by EuroPriSe and commissioned by the applicant conduct a legal and a technical evaluation and submit a report containing their findings to EuroPriSe. In its capacity as certification authority for the new seal, EuroPriSe verifies this report in respect of completeness, conclusiveness and comprehensibility, thereby ensuring a consistent application of certification criteria across different certification projects. Finally, the seal is granted in consultation with Mecklenburg-Vorpommern's Commissioner for Data Protection and Freedom of Information.

## ***About EuroPriSe***

EuroPriSe started as an EU funded project aimed at establishing a trans-European privacy seal. Today EuroPriSe offers certifications for IT products and IT-based services throughout the EU. A unique certification, EuroPriSe seals assure users that their personal data are handled in accordance with European data protection laws. As the only EU-wide, independent privacy seal EuroPriSe empowers enterprises to demonstrate their compliance with European laws and regulations. EuroPriSe certifications have been awarded to business of all sizes including small and medium-sized companies, including multinational organisations such as Microsoft and SAP.

### ***Press contact:***

Sebastian Meissner  
EuroPriSe GmbH  
Joseph-Schumpeter-Allee 25, 53227 Bonn, Germany  
Email: [contact@european-privacy-seal.eu](mailto:contact@european-privacy-seal.eu)  
Phone : +49 228 763 679 31  
[www.european-privacy-seal.eu](http://www.european-privacy-seal.eu)