



Press Release

European Privacy Seal for “Certified Privnote” by Insophia

Web based service facilitating the exchange of encrypted messages proved compliance with the rigid demands of European data protection law.

Kiel/Montevideo/Jerusalem, 25. October 2010

The European Privacy Seal is granted to Insophia for its web based service Certified Privnote, which offers an easy way to exchange encrypted messages to its users. The seal states that Certified Privnote is compliant with the high demands of European data protection law.

Certified Privnote is a free web based service that provides users with an easy method to exchange encrypted notes via the Internet. The service is offered at <https://certified.privnote.com> and can be used free of charge and without any registration. The exchange of encrypted messages by means of this service consists of the following steps: First of all, the user enters the message in the text field on the Certified Privnote website and clicks the “Create Note” button. Thereupon, the note’s content is encrypted in the creator’s browser as well as by the Certified Privnote server. Hereafter, the encrypted message is stored on the server and the user receives a web address (URL) that has been generated from the two encryption keys. This URL can be used to retrieve and decrypt the note. In the next step, the URL is to be communicated to the designated recipient of the message. Therefore, the note’s creator sends it to the recipient via his communication channel of choice (phone, fax, SMS, instant messaging, email etc.). The recipient pastes the URL to the address bar of his browser. This enables him to access, decrypt and read the message. Once a note is accessed for the first time, its content is destroyed immediately and the link to the note becomes useless.

The EuroPriSe trust mark (www.european-privacy-seal.eu) is issued by an independent certification body to IT products and IT-based services after successful completion of a quality-backed procedure: an evaluation by accredited legal and technical experts is validated by an independent and impartial certification body at the Unabhängiges Landeszentrum für Datenschutz (www.datenschutzzentrum.de). The seal as well as the public reports summarising the evaluation results provide transparent guidance when choosing or privacy valuating an IT product or IT-based service.

“Certified Privnote guarantees the confidentiality of the notes by encrypting them. Doing this, it positively stands out from conventional email services that do not provide any measures assuring confidentiality of communications at all”, says Kirsten Bock, head of EuroPriSe at the Public Voice Privacy Conference in Jerusalem. “The service can be used easily by anybody who finds it difficult to install and use specific encryption software. Thus, encrypted e-mailing remains no longer reserved for the technically accomplished Internet user.”

“Certified Privnote encrypts the content of exchanged messages and makes use of an SSL (secure socket layer) transport security mechanism. Hereby, the service guarantees the constitutional right to confidentiality of communications”, stresses Thilo Weichert, Data Protection Commissioner and head of ULD. He adds: “With respect to the principle of data avoidance and minimisation, Certified Privnote is designed in an exemplary manner: A note’s content is already encrypted in the user’s browser and it is erased immediately after its initial retrieval. Furthermore, the service dispenses with the logging of personal data such as IP addresses.”

“Citizens value privacy highly, yet the secure tools to protect them are far from the mainstream. This realization was our inspiration for bringing a service such as Privnote in 2008”, says Jimmy Baikovicus, CEO and co-founder of Insophia. He continues: “Privnote is a privacy service per se, since its main purpose is to preserve it. The only way to really bring the most solid universal trust to an IT service is to run it through an independent third party audit like that offered by EuroPriSe. Certified Privnote is Privnote's core technology with the EuroPriSe privacy trust mark.”

EuroPriSe

EuroPriSe is an initiative led by the Unabhängiges Landeszentrum für Datenschutz (ULD), Germany. EuroPriSe was funded with 1.3 million Euros by the European Commission’s eTEN program. The EuroPriSe project consortium led by ULD included partners from eight European countries: the data protection authorities from Madrid (Agencia de Protección de Datos de la Comunidad de Madrid, APDCM), and France (Commission Nationale de l’Informatique et de Libertés, CNIL), the Austrian Academy of Science, 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. For more information please visit: www.european-privacy-seal.eu.

Insophia

Insophia (legal name Baladir S.A.) is a fast-growing technology company located in Uruguay, specialized in web scraping, data mining, open source, Python, and Linux. They are a team of passionate people with a wide experience in diverse backgrounds, joined together to create a unique environment in which the whole has outgrown the sum of its parts. As it is the nature of the Uruguayan people to voice their opinions openly in an attempt to improve their environment, at Insophia, the open exchange of ideas is encouraged and thinking out of the box is expected. Insophia is currently the largest Python programming company in Uruguay. For more information please visit: www.insophia.com.

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