

EuroPriSe – European Privacy Seal

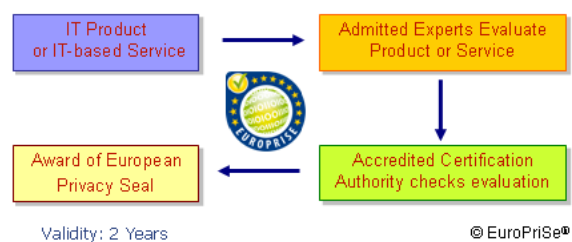
-Privacy at its best-

EuroPriSe offers a trans-European privacy trust mark issued by an independent third party certifying compliance with the European regulations on privacy and data protection.

One of the main problems facing the information society is a lack of trust in IT products and services caused by the possibilities of electronic surveillance. Citizens and business often need “a good faith belief” when using information and communication technologies (ICT) services and relying on business claims. Trustworthy assurance and reliable guidance is needed to assist users and consumers to select a privacy and data protection friendly product or service.

EuroPriSe, the European Privacy Seal, addresses manufacturers and vendors of IT products and IT-based services as well as public sector organisations who wish to demonstrate excellent privacy and data protection to consumers and customers. EuroPriSe provides a European privacy and data protection certification scheme for IT products and IT-based services. Private and public manufacturers and vendors of IT products and IT-based services can apply for the European certificate. The trust mark is awarded after successful evaluation of the product or service by independent experts *and* a validation of the evaluation by an impartial certification authority.

EuroPriSe provides transparent procedures and reliable criteria published at www.european-privacy-seal.eu/ws/EPSEN/Criteria. The European Privacy Seal embodies a visible **trust** mark certifying that a product or service has been checked by independent experts and approved by an impartial privacy organisation. The European Privacy Seal distinguishes trustworthy products and services. To manufacturers and vendors it delivers **assurance** of privacy compliance on the European level. EuroPriSe fosters consumer protection and trust and at the same time provides a **marketing advantage** to manufacturers and vendors of privacy respecting goods and services.



EuroPriSe offers



- ✔ Privacy trust mark valid throughout Europe
- ✔ Transparent non-bureaucratic procedure
- ✔ Public criteria
- ✔ Reliable privacy assurance
- ✔ Confidential expert evaluations
- ✔ Independent & impartial certification authority
- ✔ Public evaluation results
- ✔ Effective in marketing & risk management

For more information, please visit our website <https://www.european-privacy-seal.eu> or send an email to contact@european-privacy-seal.eu