Age verification system AVS-EU und analytics service CrowdLink receive the European Privacy Seal

Bonn, April 22, 2014

EuroPriSe proudly announces the issuance of two new European Privacy Seals: Frankfurt based "Mederi AG - a Qforma company" receives the seal for its IT-based analytics service Mederi Network Intelligence Portal (MNIP), trademarked as CrowdLink. The European Privacy Seal is also awarded to Scholz Systemprogrammierung GmbH for their IT product AVS-EU enabling operators of automated vending machines to perform age verification of users in a privacy-friendly way.

CrowdLink provides Mederi's customers such as pharmaceutical and other companies of the life-science-industry with information on key figures in the health market by analysing and structuring publicly available data on these persons. Key Opinion Leaders (KOL) and Market Access Stakeholders (MAS) are identified by evaluating the interrelationships amongst the data subjects, their publications and other work related data. After conclusion of the analysis, a specific customer database can be accessed by the customer via the Mederi Network Intelligence Portal.

"Providing the service, Mederi AG only processes publically available personal data", says Sebastian Meissner, Head of the EuroPriSe Certification Authority. "This is one important reason why we awarded CrowdLink with the European Privacy Seal."

AVS-EU

Scholz Systemprogrammierung GmbH's AVS-EU is an IT product that processes identity card or driving license data for the purpose of age verification. It can be attached to automatic vending machines in order to ensure that legal requirements in respect of the minimum age of users are met. Practical use cases are cigarette vending machines or DVD rental machines. AVS-EU identifies relevant data by means of an optical card reader and an OCR-Software and sends an electronic release signal to the vending machine if the owner's age is as required.

Sebastian Meissner: "A significant characteristic of AVS-EU is its conformance with the principle of data avoidance and minimisation: Collection of data from ID cards or driving licenses is delimited and all data is deleted immediately after the age verification process."

The EuroPriSe certification confirms that CrowdLink and AVS-EU facilitate their use in compliance with European data protection regulations.

Further information about the two certifications is available on the EuroPriSe website at

https://www.european-privacy-seal.eu/ws/EPS-en/Mederi-KOL-MAS and

https://www.european-privacy-seal.eu/ws/EPS-en/Scholz-AVS-EU.

About EuroPriSe

EuroPriSe started as an EU funded project that 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 and multinational organisations such as Microsoft and SAP.

About Qforma

Qforma is a leading provider of social analytics for the life sciences industry. Based on advanced data and analytics, Qforma helps its clients to understand, monitor and predict behavior in all relevant communities. Qforma applies its intelligence hub platform to optimize promotional campaigns, manage key influencers and execute product launches. Our enterprise solutions have helped clients around the world to increase company value. Qforma has a global presence with offices in Frankfurt, Germany; Lviv, Ukraine; Santa Fe, New Mexico; and headquarters in Morris Plains, New Jersey.

About Scholz Systemprogrammierung GmbH

After its founding in 1988, Scholz Systemprogrammierung GmbH is primarily concerned with system programming for tobacco and medical industries. 15 years later the product portfolio is extended by application development for iOS / Android Apps, process visualization and evaluation and the development of small electronic devices (card reading systems, PCB-panel-testers, card-based age verification). With the move in 2009 to new offices and production facilities in Trittau, only 30 minutes by car from the city center of Hamburg, the internal production of in-house developments now also are a part of the daily business.

Please contact:
Sebastian Meissner
EuroPriSe GmbH
Joseph-Schumpeter-Allee 25, 53227 Bonn, Germany
Email: contact@european-privacy-seal.eu