

Privacy Certification

What happens after the last deliverable of an EU project?

Data Protection History

- 1970ies: stealing data in physical form
- Then Automatic decision making
-> simitis first DP Law in Germany -> Mainly to protect citizens from the state
- Same still for directive 95
- Then the internet happend...
- GDPR



"Antiker USB-Stick" by Birger Hoppe is licensed under CC BY-NC-ND 2.0.

Certification

Why do we want certification and seals?

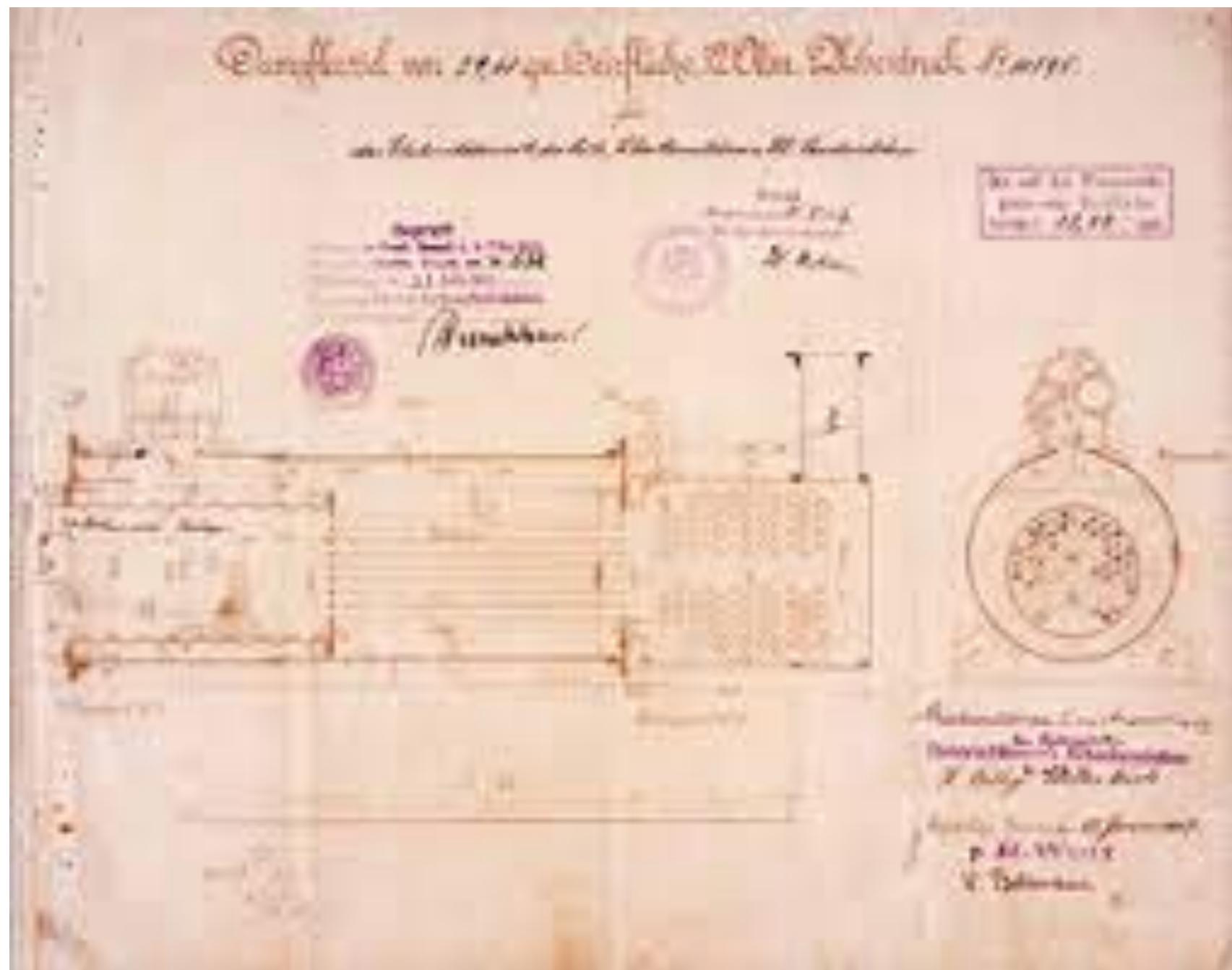
- Highly complex market
- Highly complex products
- Clients with limited time and expertise
- Seals and certificates shall provide a guide to navigate this complexity in limited time



"Mulberry Street market, Little Italy, New York City, 1900" by [trialsanderrors](#) is licensed under [CC BY 2.0](#).

What could be certified?

Products



People

(Uni) degrees



Professional Certificates

Organizations



The General Data Protection Regulation

GDPR and Certification

R100

In order to enhance transparency and compliance with this Regulation, the establishment of certification mechanisms and data protection seals and marks should be encouraged, allowing data subjects to quickly assess the level of data protection of relevant products and services.

GDPR and Certification

Art 42 - 1

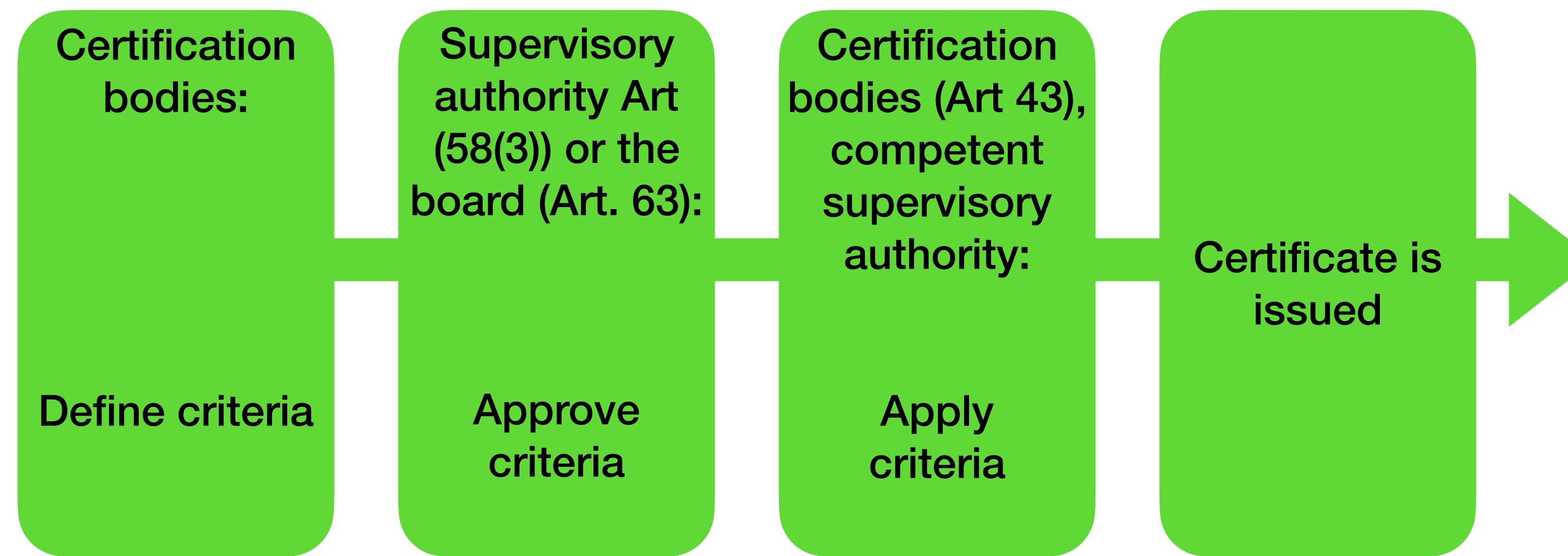
The Member States, the supervisory authorities, the Board and the Commission shall encourage, in particular at Union level, the establishment of data protection certification mechanisms and of data protection seals and marks, for the purpose of demonstrating compliance with this Regulation of processing operations by controllers and processors. [..]

GDPR and Certification

Art 42 - 5

A certification pursuant to this Article shall be issued by the certification bodies referred to in Article 43 or by the competent supervisory authority, on the basis of criteria approved by that competent supervisory authority pursuant to Article 58(3) or by the Board pursuant to Article 63. 2Where the criteria are approved by the Board, this may result in a common certification, the European Data Protection Seal.

Steps in the certification process per Art. 42 GDPR



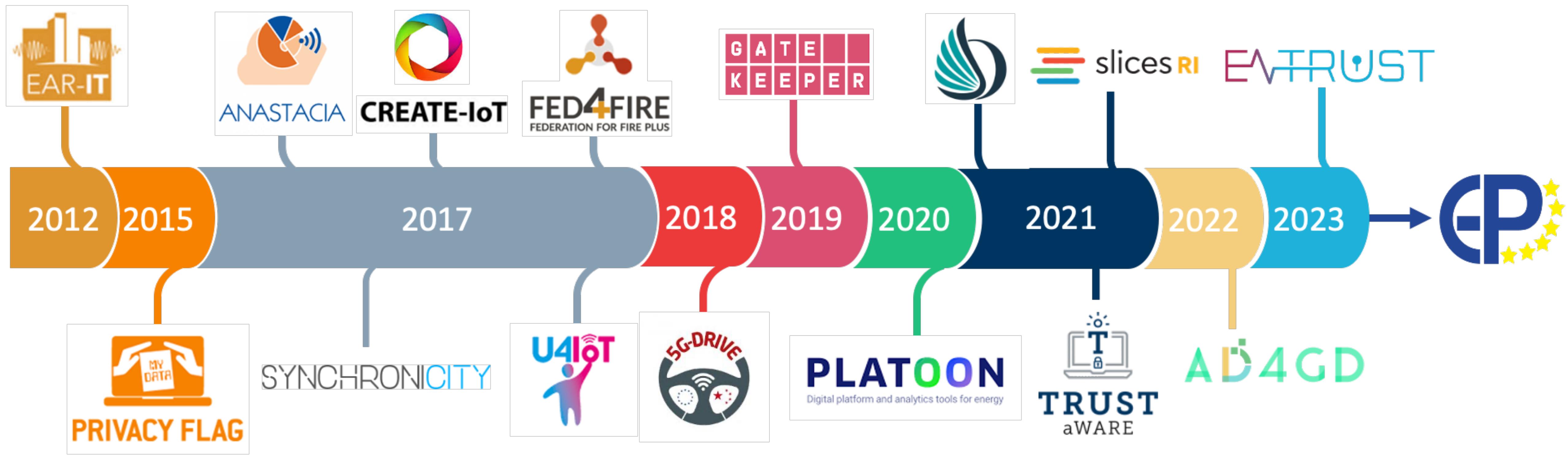
Easy enough?

Research

**What are the criteria for a
privacy certificate and how
did we get them in the first
place?**



PRIVACY FLAG

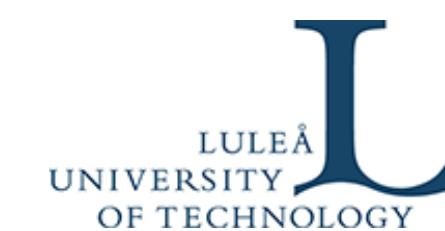


PrivacyFlag

Brief



- Total Budget: EUR 4,538,437.50 (EU-contribution: EUR 3,142,999.75)
- Duration: **05/2015-05/2018**
- Partners:



National and Kapodistrian
University of Athens

Privacy Flag Objectives and Results



- Scalable privacy monitoring and protection solution
- Global Knowledge Database of Privacy Risks
- Delivered:
 - Tools for citizens
 - Monitoring Platform
 - Universal Privacy Risk Area Assessment Tool (UPRAAM)...

From Universal Privacy Risk Area Assessment to Certification

- Investigating the potential of UPRAAM for privacy certification and labelling
- Supporting a new certification scheme on personal data protection
- EuroPrivacy certification covers
 - the European General Data Protection Regulation (GDPR),
 - the Swiss Law on Data Protection,
 - relevant ISO standards.

Europrivacy



From UPRAAM to EuroPrivacy

- UPRAAM got a permanent home in EP
- May 2018 CNPD published a document for public consultation
- EP got invited to discuss CARPA
- Many iterations later CARPA and EP was submitted to the EDPB

GDPR-CERTIFIED ASSURANCE
REPORT BASED PROCESSING

ACTIVITIES
CERTIFICATION CRITERIA

V1.0

Abstract

Document to the attention of organizations that want to obtain certification of processing activities under the GDPR-CARPA certification mechanism.

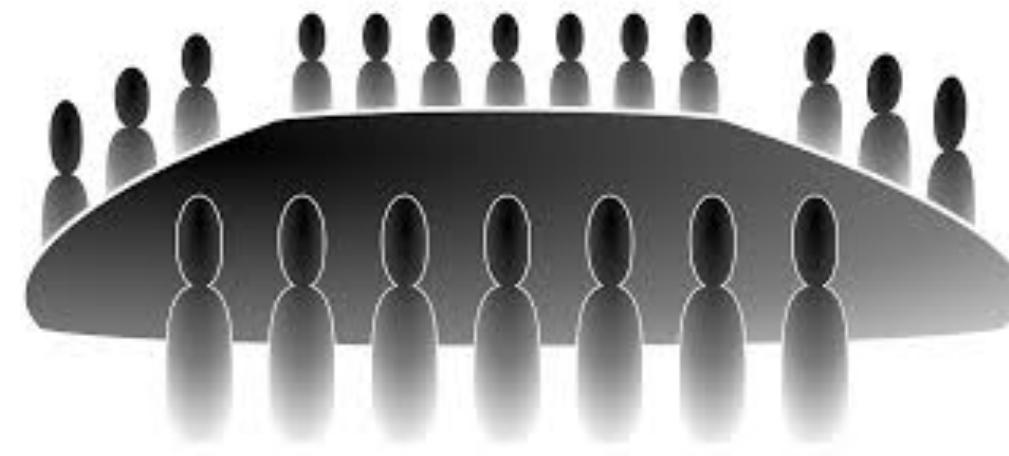
Opinion of the Board (Art. 64)



**Opinion 28/2022 on the Europrivacy criteria of certification
regarding their approval by the Board as European Data
Protection Seal pursuant to Article 42.5 (GDPR)**

Adopted on 10 October 2022

Europrivacy Management



Continuously supervised and updated by the
Europrivacy International Board of Experts
in Data Protection



Managed by the European Centre for
Certification and Privacy in Luxembourg



Adopted by the European Union (EDPB) as
European Data Protection Seal (Art. 42 GDPR)

**UNCERTAINTY
LEGAL & FINANCIAL
RISKS
MARKET EXCLUSION**

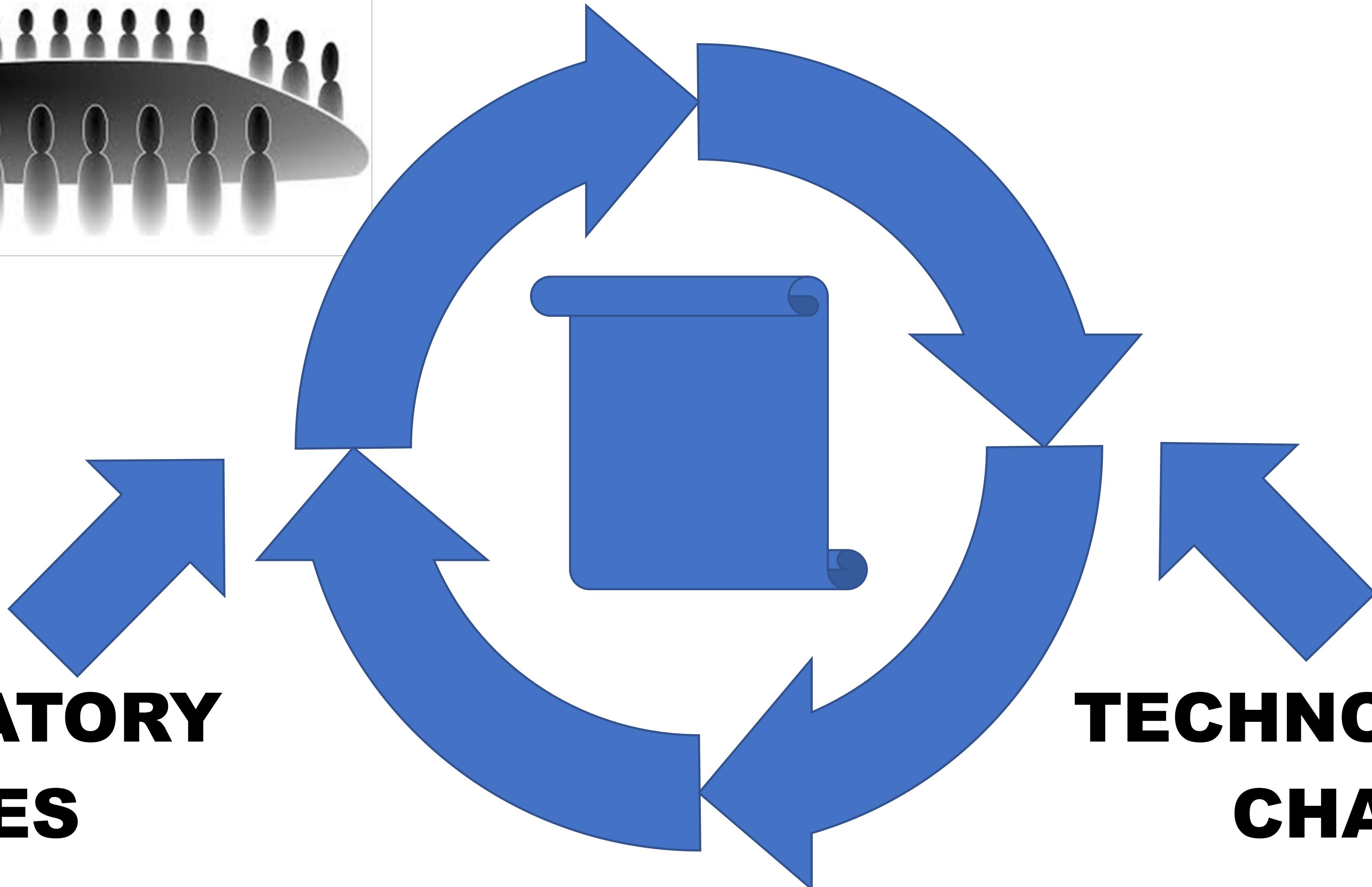
**TRUST & CONFIDENCE
COMPETITIVE
ADVANTAGE
REPUTATION**

**CHECK CONFORMITY
GAP ANALYSIS**

**CERTIFY YOUR
COMPLIANCE**



Continuous Enhancement Process



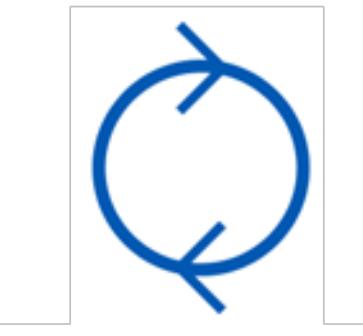
**REGULATORY
CHANGES**

**TECHNOLOGY
CHANGES**

12 Characteristics of Europrivacy



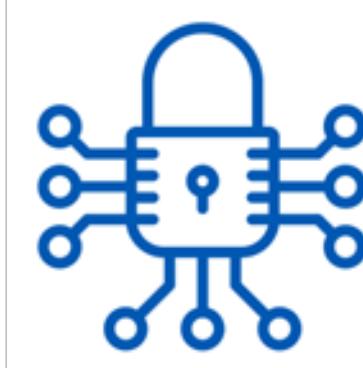
The Official European Data Protection Seal for GDPR (Art. 42)



Continuously updated to align with the evolution of regulations and jurisprudences



Extensible to complementary national obligations



Applicable to emerging technologies



Highly reliable with systematic assessments



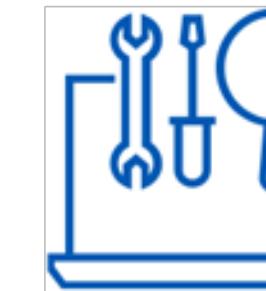
Time and cost efficient thanks to its innovative methodology



ISO compliant and easily combinable with ISO 27001 and 27701



Comprehensive and applicable to almost any data processing activities



Online resources, tools, and support



Global ecosystem of qualified partners and experts



Research and Innovation empowered

What does an Applicant need for certifying its data processing activities?

- 1. To comply with the data protection regulation
(GDPR and its national regulation)**
- 2. To have a DPO and a record of data processing activities**
- 3. To prepare and document its conformity
with the Europrivacy criteria**

Your Smart Journey to Certification



**Document your
conformity**

**Certify your
Conformity**

**Maintain &
Enhance**



**Check
& Reduce Risks**

**Value
& Communicate**

**Enhance
& Enjoy**

Step by Step Compliance

CONSULTING FIRM SUPPORT FOR COMPLIANCE

CERTIFICATION BODY ASSESSMENT AND SURVEILLANCE

CERTIFICATION REGISTRY

COMPLIANCE SUPPORT

ASSESSMENT & GAP ANALYSIS

CERTIFICATION & MONITORING

COMMITMENT
PRIVACY PACT

DOCUMENTING
COMPLIANCE
AND SELF-
ASSESSMENT

READINESS
VALIDATION

CERTIFICATION
APPLICATION

QUICK
CHECK

AUDIT
AND
REPORT

CORRECTIONS

CERTIFICATION
DECISION

SURVEILLANCE AUDITS

BUILDING TRUST
& COMPETITIVE ADVANTAGE

COMPLIANCE & MARKET ACCESS

RISK MITIGATION



Europriacy Online Tools and Support to make GDPR compliance time and cost efficient

Europriacy Public Website

The screenshot shows the main navigation bar with links to EUROPRIVACY, PARTNERS, RESOURCES, ABOUT, and APPLY. Below the navigation is a section titled "GDPR Certification Cost Saving Estimator" featuring a calculator and a document. Another section titled "AUDIT AND CERTIFICATION IN DATA PROTECTION" includes a map of Europe with a lock icon and binary code. A third section, "Europriacy Innovative GDPR Certification", shows a hand stamping a "CERTIFIED" stamp on a document.

Europriacy Online Academy

The screenshot shows the "Europriacy Courses" page. It describes the academy's mission to provide comprehensive training for certification experts. Three courses are highlighted: "Introductory Course" (for those interested in learning more about the certification process), "Course for Implementers" (for experts who want to learn about audit processes), and "Course for Auditors" (for experts who want to audit processes). Each course has a "See more..." button.

Europriacy Community Website

The screenshot shows the "EUROPRIVACY COMMUNITY" page. It features a large orange background image of a globe with network connections. On the right, there is a login form with fields for Username or Email Address, Password, Remember Me, and Log In. Below the form is a call to action: "Are you a DPO, Europriacy implementer or auditor? You are welcome to join our community by registering. Interested in obtaining a Europriacy Certification for your Data Processing Activities? You are welcome to apply here."

www.europriacy.com



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Europrivacy Website

AUDIT AND CERTIFICATION IN DATA PROTECTION

Europrivacy™/® delivers gap analysis and certification of compliance with the European General Data Protection Regulation (GDPR).

[LEARN MORE](#)
[CONTACT US](#)


Identify and Reduce Legal and Financial Risks

through audit and gap analysis



Improve Reputation and Access to Market through GDPR certification



Build Trust and Confidence through compliance monitoring



Europrivacy Innovative GDPR Certification

Europrivacy provides a state of the art methodology to certify the conformity of all sorts of data processing with the GDPR. It is extensible to complementary national data protection regulations and can be applied to emerging technologies. It enables Applicants to reduce their risks, to demonstrate their conformity with the GDPR, and to enhance their reputation and market access.

Developed through the European Research Programme Horizon 2020, it is continuously updated by the European Centre for Certification and Privacy (ECCP) in Luxembourg and its International Board of Experts in data protection. It is licensed to qualified certification bodies and consulting

GDPR Certification Cost Saving Estimator



This estimator is provided for indicative purpose to help organisations and companies in assessing the costs and benefits of a European General Data Protection Regulation (GDPR) certification, such as Europrivacy. It shall not be used for any other purpose, such as quantifying exact risks or amount of fines issued by National Supervisory Authorities, and shall be used under the sole responsibility of the user. Comments and suggestions to enhance the tool are very welcome.

Estimate

years

€

(will be calculated)

(will be calculated)

(will be calculated)

(will be calculated)

Assess the hidden cost related to GDPR penalty risks

How many years of activity do you want to consider?

What currency do you use?

What is the valuation of the company?

What is the yearly turnover?

Maximal GDPR fine

Intermediary GDPR fine

How would you assess the probability to be fined?

Cost for the risk to be fined per year

In case of a fine of 10 000 000 Euros:

What would be the probability (percentage) to expose your company to bankruptcy?

Cost of the risk of bankruptcy over the considered period of time

If you are a privately owned company, what percentage of your shares may be sold by your shareholders?

If you are a publicly traded company, what percentage of your