

Merck Partners With TRUSTe to Become Certified Under APEC Cross Border Privacy Rules
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SAN FRANCISCO, CA--(Marketwired - Nov 18, 2013) - [TRUSTe](#), the leading global data privacy management (DPM) company, today announced that the [Merck & Co., Inc.](#) (Merck) privacy program is compliant with the requirements of the Asia-Pacific Economic Cooperation (APEC) Cross Border Privacy Rules (CBPR) System. Merck is the first healthcare company in the world, and the second multinational company, to achieve this certification via voluntary and enforceable codes of conduct adopted by participating businesses.

"While there are many variations in the privacy laws that apply to our business in different countries around the world, APEC CBPR certification is an important way for Merck to demonstrate to our customers, to patients and other stakeholders that we are committed to our privacy values and to accountable privacy practices in every region of the world," said Hilary Wandall, chief privacy officer for Merck.

The APEC CBPR System is a self-regulatory initiative that addresses cross border data flows between the United States and other APEC Member Economies, through voluntary and enforceable codes of conduct adopted by participating businesses. Following a review of Merck's privacy policy and practices, TRUSTe, the first Accountability Agent for the APEC privacy standard, certified that Merck is CBPR compliant.

"We partnered with Merck to review their data privacy management practices and applaud their milestone achievement as the first healthcare company to receive certification under the APEC CBPR system," said Chris Babel, CEO for TRUSTe. "The safe handling of consumers' personal information is crucial for the success of businesses as they enter new markets with different privacy frameworks. We continue to support efforts, such as at the APEC CBPR system, to further the interoperability of privacy frameworks worldwide."

For more information on the APEC CBPR system, please visit: <http://bit.ly/18AXYxf>

Additional details about the TRUSTe APEC Privacy program are available at: www.truste.com/apec

About TRUSTe

TRUSTe is the leading global Data Privacy Management (DPM) company and powers trust in the data economy by enabling businesses to safely collect and use customer data across web, mobile, cloud and advertising channels. Our cloud-based Data Privacy Management Platform delivers innovative technology products, including website monitoring and advertising compliance controls -- along with privacy assessments and certifications. More than 5,000 companies worldwide, including Apple, Disney, eBay, Forbes, LinkedIn and Oracle rely on our DPM platform and globally recognized Certified Privacy Seal to protect/enhance their brand, drive user engagement and minimize compliance risk. For more information, please visit <http://www.truste.com>.

About Merck

Today's Merck is a global healthcare leader working to help the world be well. Merck is known as MSD outside the United States and Canada. Through our prescription medicines, vaccines, biologic therapies, and consumer care and animal health products, we work with customers and operate in more than 140 countries to deliver innovative health solutions. We also demonstrate our commitment to increasing access to healthcare through far-reaching policies, programs and partnerships. For more information, visit www.merck.com and connect with us on [Twitter](#), [Facebook](#) and [YouTube](#).

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Related Links:

[TRUSTe Website](#)

[TRUSTe APEC Privacy Program](#)

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Industries: Computers and Software, Computers and Software:Internet, Government, Government:Security (law enforcement\\, homeland etc), Medical and Healthcare, Medical and Healthcare:Healthcare, Professional Services, Professional Services:Advertising\\, PR and Marketing, Professional Services:Legal

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