30 Steps to GDPR Compliance

The data protection experts of ePrivacy are currently working on a detailed list of all necessary steps to reach compliance with the General Data Protection Regulation until May 2018. In a thirty-point action plan, we describe in a specific and practical way what you need to do to fulfill the requirements of the new EU legislation. As an example, text modules will help you adjusting your privacy statement easily. The document will be finished by the end of April 2017, further information will follow.

ePrivacy partners with IAB France

On 27th March 2017, ePrivacy and IAB France presented their cooperation in Paris. In a first meeting, members of the French online marketing association could find out more about consulting and certification services that help players of the digital advertising industry to adapt to the General Data Protection Regulation.

First ePrivacyseal CH awarded

In February 2017, ePrivacy has granted the first Swiss company PrivaSphere AG, provider of the eponymous platform, the ePrivacyseal CH. The data protection seal "ePrivacyseal – geprüfter Datenschutz CH" is based on the requirements of the Swiss and the European privacy legislation and is awarded by ePrivacy in cooperation with the Swiss consulting company InfoGuard and the Swiss law

firm MME.

ePrivacyseal for HR Consultancy

The Hamburg-based recruiting consultancy D-Level sets a good example for privacy:
HR consultancies work inherently with personal data. Being awarded the ePrivacyseal, D-Level shows that its processes and systems are compliant with the requirements of ePrivacy's criteria catalog.

EDAA's Activity Report 2016

Our cooperation partner EDAA has just published its 2016 activity report. It shows how its self-regulatory programme on online behavioural advertising (OBA) delivers information to millions of consumers about OBA. In 2016, over 242 billion Icons have been delivered on online ads across Europe. This represents a 5% increase compared to 2015, when 229 billion Icons were delivered. Plus, traffic to youronlinechoices.com – where consumers can decide whether to receive OBA from the companies listed – averaged 1.9 million visitors per month.

Look Back: ePrivacy at Presentations and Events

During the last months, ePrivacy was on stage again at several events: At the Mobile Ad Summit in Berlin on March 30, Prof. Dr. Christoph Bauer held a lecture about hyperlocal applications in the view of privacy. In talk at the Gesundheitsforen Leipzig on March 9 he discussed data protection requirements on digital health applications. At the DATENTAG in Hamburg on February 24, the ePrivacy-CEO spoke about "Privacy by Design = Innovation + Data Protection?“.

Meet us at the Following Events

25.04.17 conhIT in **Berlin**

08.06.17 eHealth-Konferenz in **Hamburg**

12.06.17 Digitalgipfel in **Ludwigshafen**

You can as always find all events on our website.

conhIT
Connecting Healthcare IT
25.–27. April 2017

eHealth

Digital Gipfel

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