



PRESS RELEASE

ePrivacy Extends the Inspections Scope of the ePrivacyseal to the New GDPR and Publishes Free GDPR App

ePrivacy GmbH has integrated the new General Data Protection Regulation, published in May 2016 and operative in May 2018, into the criteria catalogue of the ePrivacyseal. Furthermore, the free app “ePrivacy GDPR” brings the law text on smartphones.

Hamburg, 19 July 2016.

Only a couple of weeks after the EU General Data Protection Regulation (GDPR) entered into force, the independent consulting company ePrivacy has brought two data protection seals to market which include the new EU legislation. The seals ePrivacyseal DE (based on German law) and ePrivacyseal EU (based on EU law) are developed on the basis of the company’s existing seals. But the criteria catalogues for the certification have been adapted to the GDPR. Thus, they already guarantee compliance with the law which will be applicable in all EU member states from 25 May 2018 on.

Furthermore, ePrivacy offers the audit “GDPR ready” for clients who are currently certified, but wish to know if they will comply with the new European data protection laws as well.

The new ePrivacy application “ePrivacy GDPR” makes it possible to have a quick look into the legislative text – even in a meeting or on the go. The app shows the whole GDPR in English and German offline, structured by sections and articles. The free app is available in iTunes since 3 July 2016 (initially for iOS only).

Prof. Dr. Christoph Bauer, CEO of ePrivacy, gives reasons for the rapid changeover to the GDPR: “We would like to help companies as quickly as possible to adjust to the new EU legislation. Compliance with the General Regulation which applies throughout Europe not only guarantees security for companies and users, but strengthens the European Digital Single Market.” Previously, the legislation concerning digital companies differed a lot between the European countries – an obstacle for international companies which operate across state borders. From May 2018 the EU data protection legislation will be standardised.

In the digital industry, the new GDPR raised uncertainty. The negotiations by the Trilogue of the European Commission, Parliament and Council were not open to the public. Some interpretations and possible applications of the new Regulation remain open.

The legal and technical experts from ePrivacy have been working on the GDPR-compliant criteria catalogues since summer 2015. They actively shaped the interpretation of the EU laws in expert groups, association activities and lectures. Since April 2016, ePrivacy carries out workshops helping companies to become compliant with the GDPR.

Prof. Dr. Christoph Bauer: “The early adjustment to the GDPR by Privacy by Design and Privacy by Default saves costs of later changes and offers a lasting competitive advantage due to good data protection. By this means, companies gain the confidence of its customers and users. Data protection becomes established as a market standard for digital products and problem awareness rises.”

Users benefit from the new ePrivacy seals as well: Privacy notices are often extensive and difficult to understand. They do not get clearer in the light of changing legislation. Recognised seals instead show at a glance, that the user’s personal rights are protected – across all European national borders. To assure maximum transparency, ePrivacy publishes its criteria catalogues, the awarded seals and the list of accredited legal and technical auditors on its website.

About ePrivacy

ePrivacy advises and supports companies in the digital economy in Germany and Europe in all questions and challenges of data protection. As an independent service provider, ePrivacy certifies companies and products with the ePrivacy seal and applications with the ePrivacyApp seal for good data protection. Since its foundation, ePrivacy has awarded around 130 privacy seals.

Prof. Dr. Christoph Bauer, managing partner of ePrivacy, works out solutions for companies together with a team of IT engineers and lawyers. The experts from ePrivacy are accredited auditors by the ULD (Landesdatenschutzzentrum Kiel), members of the working group Mobile Security of the “IT-Gipfel” and certification providers of the IAB Europe OBA Framework (voluntary self-regulation guidelines for the online advertising industry in cooperation with the EU).

More information on www.eprivacy.eu.

Pictures and logos for editorial use:

<http://www.eprivacy.eu/en/news/pressemitteilung/>

Link to the app: <https://itunes.apple.com/us/app/eprivacy-gdpr/id1130377120?mt=8>

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