



Press Release

European Privacy Seals awarded to Bar Association of Madrid and Spain based company Iberemec S.A.

Madrid/Kiel, November 03rd, 2009

Two new European Privacy Seals have been awarded at the EuroPriSe Seminar focussing on issues related to data protection authorities work in Madrid today. The seal was presented to the Bar Association of Madrid for its "Legal Aid Solution" and to the Spanish company Iberemec S.A. for its customer relationship management system "Iberemec CRM". Both IT-based services successfully proved compliance with the high demands of European data protection law.

The Ilustre Colegio de Abogados de Madrid (ICAM) is the bar association of the community of Madrid. As many other legal systems, Spanish state law provides legal aid to persons who would otherwise not be able to afford legal representation. ICAM is legally obliged to check whether legal aid requests filed by citizens meet the requirements established by Spanish law. Fulfilling this legal obligation, ICAM makes use of its Legal Aid Solution encompassing the operation of internally developed software managing the legal aid database and a web interface allowing independent duty solicitors to access information about pending legal fees and payment dates.

Iberemec S.A. is a company specialised in heating systems. It operates a customer relationship management system (CRM) inter alia comprising of an online service facilitating communication with clients. Previously registered customers may use the "Iberemec CRM" online service via accessing a private area of Iberemec's website. The service allows customers to purchase products and to check contact and payment conditions data as well as information about pending offers and orders, delivery notes, previous and pending invoices, fares and prices.

Both IT-based services, the "Legal Aid Solution" by ICAM and "Iberemec CRM" online service by Iberemec successfully proved their compliance with European data protection law and were awarded with the European Privacy Seal – EuroPriSe today.

The EuroPriSe trust mark (www.european-privacy-seal.eu) is issued by an independent certification body to IT products and IT-based services after successful completion of a two-step, quality-backed procedure: an evaluation by accredited legal and technical experts is validated by an independent and impartial certification body at the Unabhaengiges Landeszentrum fuer Datenschutz (ULD, Independent Centre for Privacy Protection). The seal as well as the public reports provide transparent guidance when choosing or privacy valuating an IT product or IT-based service.

"The evaluation of the "Legal Aid Solution" confirmed that ICAM puts quite some emphasize on implementing strong technical and organisational measures in order to ensure maximum confidentiality, integrity and availability of all personal data processed. The example of ICAM shows that being awarded a European Privacy Seal is not only attractive for private enterprises, but also for public bodies" states Antonio Troncoso Reigada, Director of the Data Protection Agency of the Community of Madrid (APDCM).

"I am delighted to award the European Privacy Seal to the "Iberemec CRM" online service. This service is designed in a manner supporting the principle of data avoidance and minimisation, e.g. via completely dispensing with the use of cookies. The award of Iberemec clearly indicates that a EuroPriSe certificate does not only provide a unique selling proposition to enterprises running businesses commonly assessed to be privacy-sensitive, but to all enterprises acting in the market", says Dr. Thilo Weichert, Data Protection Commissioner of Schleswig-Holstein, Germany.

About EuroPriSe

EuroPriSe is an initiative led by the Unabhaengiges Landeszentrum fuer Datenschutz (Independent Centre for Privacy Protection Schleswig-Holstein, ULD) Germany. EuroPriSe was funded with 1.3 million Euro by the European Commission's eTEN program. The EuroPriSe project consortium led by ULD included partners from eight European countries: the data protection authorities from Madrid (Agencia de Protección de Datos de la Comunidad de Madrid, APDCM), and France (Commission Nationale de l'Informatique et de Libertés, CNIL), the Austrian Academy of Science, London Metropolitan University from the UK, Borking Consultancy from the Netherlands, Ernst and Young AB from Sweden, TÜV Informationstechnik GmbH from Germany, and VaF s.r.o. from Slovakia.

For more information please visit: www.european-privacy-seal.eu

About ICAM

The Ilustre Colegio de Abogados de Madrid (ICAM) is the bar association of the community of Madrid.

For more information please visit: www.icam.es

About Iberemec

Iberemec S.A. is a company specialised in heating systems that retails and wholesales markets its products and its consumer goods.

For more information please visit: www.iberemec.com

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