

Terms of Use of the EuroPriSe Certification Emblem for Certified Websites

Section 1 General

The following terms regulate the conditions, under which the EuroPriSe Certification Emblem for Certified Websites (hereinafter: "EuroPriSe Certification Emblem") may be used. The EuroPriSe Certification Emblem is a trademark of EuroPriSe GmbH.

Section 2 Advertising

(1) All use of the EuroPriSe Certification Emblem in advertisements (online or conventionally), display boards, promotional material and product catalogues must be in relation to the certified Website and must indicate the Website's URL.

(2) The EuroPriSe Certification Emblem shall NOT be used for advertising other than for the certified Website especially NOT for the Website Owners themselves or for a whole assortment.

(3) If the Website consists of both publicly accessible and restricted parts, each advertising should point to the fact that only the publicly accessible parts are covered by the EuroPriSe certification.

(4) The validity period of the Certification must always be displayed visibly in connection with the EuroPriSe Certification Emblem. The EuroPriSe Certification Emblem may be used after expiration of its validity under the same terms and conditions for an additional period of one year.

(5) The integrity of all elements of the EuroPriSe Certification Emblem must be maintained. For example, the validity and the certification number must be readable; in no case should the EuroPriSe Certification Emblem appear at such a small size that these conditions are not met.

(6) Any display on an interactive website must be hyperlinked to the EuroPriSe website www.european-privacy-seal.eu and more precisely to the webpage presenting the main findings of the evaluation of the website at hand.

Section 3 Unauthorised Uses

(1) The EuroPriSe Certification Emblem shall not be offered for sale or rent or otherwise unauthorized.

(2) The EuroPriSe Certification Emblem shall not be used in the internet or any other medium without prior notification of the Certification Authority.

(3) The EuroPriSe Certification Emblem shall not be altered in any manner, including proportions, colours, elements, etc., animated or otherwise distorted or extracted in perspective or dimensional appearance. The EuroPriSe Certification Emblem shall not be imitated in any materials.

(4) The URL of the certified Website and the validity of the EuroPriSe certificate must appear on any materials where the EuroPriSe Certification Emblem is used.

(5) The integrity of the EuroPriSe Certification Emblem shall not be combined with any other symbols including words, logos, icons, graphics, photos, slogans, numbers or other design elements.

Section 4 Design

(1) The graphical design of the EuroPriSe Certification Emblem shall be strictly adhered to. The EuroPriSe Certification Emblem uses the colours blue, yellow and green. It contains the writing “EUROPRISE” in white within the Seal and twelve yellow stars. Also belonging to the EuroPriSe Certification Emblem is the blue writing “European Privacy Seal”, the writing “Certified Website”, the validation number (e.g. “EP-W-ABC123”) and the validity period (e.g. “Valid till 2017-06”) on the right next to the Seal. The colour values may not be altered significantly.

(2) The integrity of all elements of the EuroPriSe Certification Emblem must be maintained as provided for by the Certification Authority in the Certificate. The certification number and validity period are specifically issued for the Website that passed certification. The certification number contains EP- (abbreviation for EuroPriSe), W- (abbreviation for Website) and an individual character string. The validity period contains yyyy-mm (year-month). Legibility of the validity period must always be provided. The Certification Emblem shall be used only in the following illustrated design and the individual validity period and certification number:

