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PRESS RELEASE

EuroPriSe 2.0 – Continuation of the European Privacy Seal (EuroPriSe) by EuroPriSe GmbH – Extended range of certifications

The EuroPriSe seal and certification scheme will be transferred to EuroPriSe GmbH as of January 1, 2014. Unabhängiges Landeszentrum für Datenschutz Schleswig-Holstein (ULD, Independent Centre for Privacy Protection Schleswig-Holstein) will transition management of the EuroPriSe seal and certification to EuroPriSe GmbH to further grow the premier European privacy and data protection certification for IT products and IT-based services.

EuroPriSe GmbH will be overseen by an independent advisory board and will expand the scope of the scheme while continuing current certification programs. "I am delighted that we can now, with the founding of EuroPriSe GmbH, give the EuroPriSe scheme the required growth opportunities, since these were rejected under the previous regulatory structure, with an unsuitable configuration," comments Thilo Weichert, head of ULD and Data Protection Commissioner Schleswig-Holstein.

The ULD will continue to support and serve EuroPriSe as a member on the advisory board. "The ownership structure may be changing, but the independence and approach to the European seal of approval will remain unchanged," says Marcus Belke, CEO of EuroPriSe GmbH. The EuroPriSe tried and tested catalogue of European data protection criteria will be used as the basis for certification. Current certification methods will continue and accredited experts will be recognized.

The new ownership structure allows for extending certifications to methods, commissioned processing, concepts, persons, training sessions or websites. EuroPriSe GmbH will work to further develop these in accordance with the provisions of EU data protection legislation, the opinions of the Article 29 Data Protection Working Party and in accordance with the tried and tested certification structure EuroPriSe experts and customers have come to know. EuroPriSe GmbH will also work to bridge the gap between businesses and experts through training seminars in other EU member states and local branches.

"This kind of expansion, which retains the proven EuroPriSe requirements, would not have been feasible under the previous regulatory framework. Accordingly, international EuroPriSe experts will

have the chance to get involved in a wide range of data protection certifications and expand their business field. Corporate clients will have access to a wider range of EuroPriSe certifications," explained Marcus Belke while discussing EuroPriSe's expansion plans.

The founding shareholder of EuroPriSe GmbH is the 2B Advice group, an international privacy protection advisory group, represented in multiple European countries and the USA with its consulting companies. "Of all the competitors, 2B Advice submitted the most convincing concept for the independent management of EuroPriSe GmbH," says Thilo Weichert.

For further information please refer to the enclosed fact sheet.

<https://www.datenschutzzentrum.de/europrise/20131114-factsheet-en.pdf>

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