



Press Release

Bonn, April 26, 2016

EuroPriSe: Affordable, 3-Step EuroPriSe Website Certification Goes into Operation – New Innovative Online Evaluation Tool

After a successful trial phase, EuroPriSe proudly announces the official launch of the new certification product “Website Certification,” which provides a high-level and valuable privacy certificate to the mass of websites at an affordable price.

EuroPriSe Website Certification introduces a range of innovations and new features, such as a one-stop contracting experience and an “Online Evaluation Tool,” which facilitate and speed up the overall certification process considerably. The mentioned improvements are reflected in the certification costs as well: Website Certification comes at a total cost of 10.000 Euro, which breaks down to 8.000 Euro for the evaluation of the website by legal and technical experts and 2.000 Euro for the work of the EuroPriSe Certification Authority.

The results of the evaluation are communicated to the certification authority via the new Online Evaluation Tool, which is one of the core innovations of Website Certification. The tool abolishes the requirement of experts to write an evaluation report. Instead, it comes with a functionality to generate reports automatically, which contributes heavily to the overall objective of facilitating and speeding up the certification process whilst, at the same time, ensuring a high quality level.

Prior to commencing a certification project, website owners can find out easily whether their websites qualify for a seal by means of the new readiness check on the EuroPriSe website. This introduces the certification requirements to them. Following the innovative online contracting approach, website owners can then start the certification by choosing their EuroPriSe Experts and filing all contracts necessary with one single web form.

EuroPriSe's requirements for Website Certification go beyond the legal requirements in many countries, providing for an outstanding level of privacy for website visitors. Tailored requirements and reliable best practice recommendations make implementing any measures that may be necessary to meet the requirements simple and straightforward and also reduce the workload associated with the legal and technical evaluation and the coordination between website owner, evaluators and EuroPriSe Certification Authority to a minimum.

Further information about EuroPriSe Website Certification is available at <https://www.european-privacy-seal.eu/EPs-en/Website-Privacy-Certification-Overview>.

About EuroPriSe

EuroPriSe started as an EU-funded project aimed at establishing a trans-European privacy seal. Today, EuroPriSe offers certifications for IT products, IT-based services and websites throughout the EU. A unique certification, the EuroPriSe seal assures users that their personal data are handled in accordance with European data protection laws. As the only EU-wide, independent privacy seal, EuroPriSe enables enterprises to demonstrate their compliance with European laws and regulations. EuroPriSe certifications have been awarded to businesses of all sizes, including small and medium-sized companies as well as multinational organizations such as Microsoft and SAP.

Press contact:

Sebastian Meissner

EuroPriSe GmbH

Joseph-Schumpeter-Allee 25, 53227 Bonn, Germany

Email: contact@european-privacy-seal.eu

Phone: +49 228 763 679 30

www.european-privacy-seal.eu