

# PrivacyMark System

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**August. 1, 2008**

**JIPDEC** Japan Information Processing  
Development Corporation

## Start for Operation of the PrivacyMark System:

**April 1, 1998**

## Accreditation Body of PrivacyMark:

**Japan Information Processing Development Corporation  
(JIPDEC)**



## Objective



### ■ Awareness of Protection of Personal Information

Awareness about protection of personal information by showing the appropriateness of personal information management by an private enterprise in a visible form (**PrivacyMark**).

### ■ Incentive to obtain social trust

Social trust is given to private enterprise.

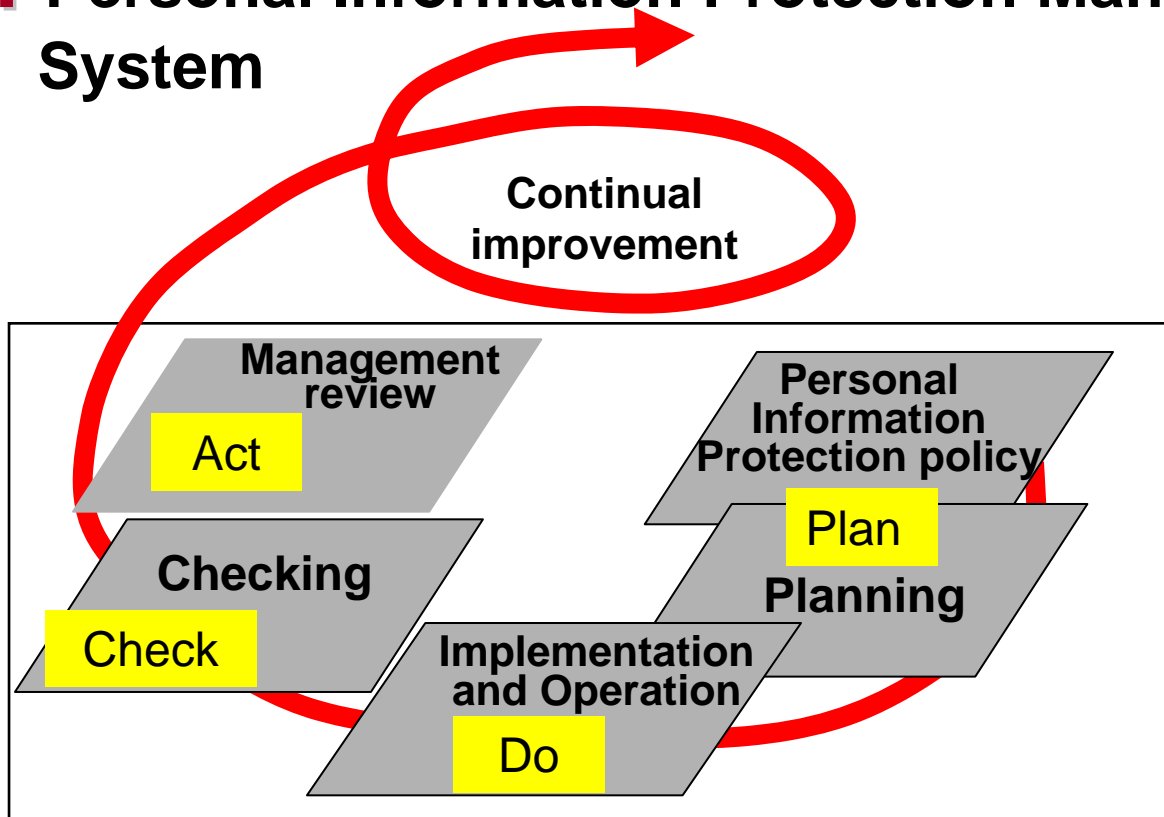


## Target

- **Private Enterprises establishments in Japan**
- **Accreditation of the corporate unit**
- **Conditions**
  - \* **PMS (Personal Information Protection Management System) which conforms to the JIS Q 15001**
  - \* **Personal information management based on the PMS etc.**

# PrivacyMark System

## PMS: Personal Information Protection Management System

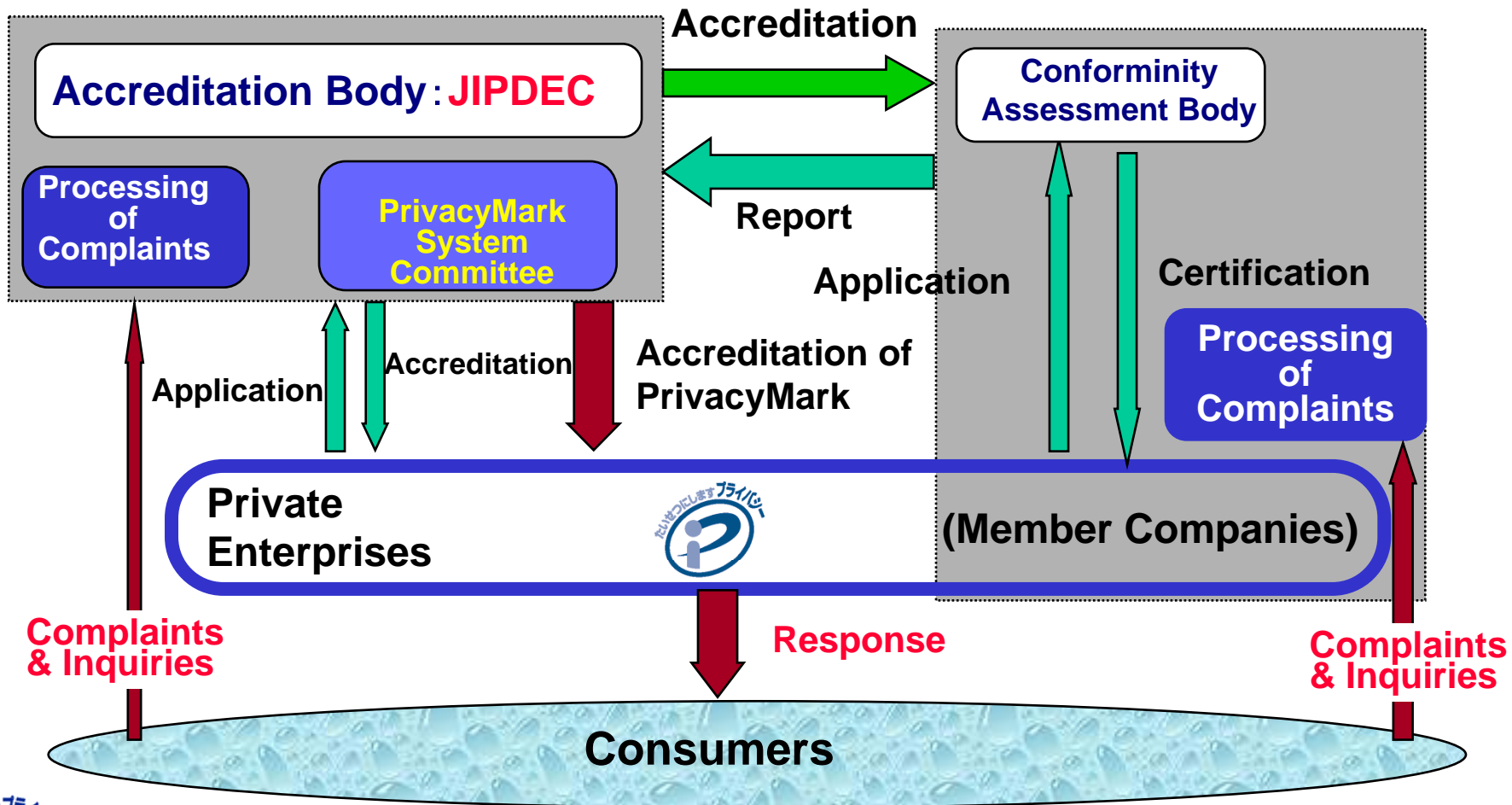


The Personal Information Protection Management System Model  
Described by the Present Standards JISQ15001

# PrivacyMark System

## System

16 Conformity Assessment Bodies



## Conforminity Assessment Body

accepts an Application for the PrivacyMark Accreditation and it implements an Conforminity Assessment

### ■ Business group of private enterprises

- ☆ JISA (Japan Information Technology Services Industry Association)
- ☆ JMRA (Japan Marketing Research Association )
- ☆ JJA (Japan Juku Association )
- ☆ MEDIS-DC (Medical Information System Development Center)
- ☆ Kankon Sousai Gojo Kyoukai
- ☆ JaGra (Japan Graphics Services Industry Association)
- ☆ JUAS (Japan Users Association of Information Systems)
- ☆ KPJC (Kumamoto Technology & Industry Foundation)
- ☆ ChuSanRen (Central Japan Industries Association)
- ☆ KIIS (Kansai Institute of Information Systems & Industrial Renovation)
- ☆ NICA (Nippon Information Communications Association)
- ☆ CSAJ (Computer Software Association of Japan)
- ☆ MISEC (Michinoku Information Security Promotion Center)
- ☆ JFPI (Japan Federation of Printing Industries)
- ☆ SARC (Secure Broadcasting Authorization and Research Center)
- ☆ HICTA (Hokkaido Information and Communication Technology Association)



## PrivacyMark System Committee

### ■ Committee Members:

Chairman: Dr. Masao Horibe (Prof. Emeritus, Hitotsubashi Univ.)

Members: Experts, representatives of business groups, representatives of consumers, lawyers etc.

### ■ Responsibilities:

- Establishment and revision of the standards and rules related to the PrivacyMark System
- Accreditation and cancellation of the Conformity Assessment Body
- Cancellation of PrivacyMark Accreditation
- Operating status-quo of the PrivacyMark System

# PrivacyMark System

## Fees

Unit:10,000 Japanese Yen

	Type of Application					
Category	New Application			Renewal Application		
Scale of Private Enterprise	Small	Medium	Large	Small	Medium	Large
Application Fee	5	5	5	5	5	5
On-site Assessment Fee	20	45	95	12	30	65
PrivacyMark Use Fee	5	10	20	5	10	20
<b>Total</b>	<b>30</b>	<b>60</b>	<b>120</b>	<b>22</b>	<b>45</b>	<b>90</b>

- ★ Effective period is for 2 years.
- ★ Large scale is beyond the medium scale.
- ★ Fees for medium scale differs from industry sectors (capital or number of employees) such as manufacturing, wholesale trade, retail selling and services.
- ★ Small scale is based on number of employees (less than 20).



## Procedure of Application

**Establishment of PMS in conformity with JIS Q 15001**



**Application to the Conforminity Assessment Body**



**Application Documents Screening**



**On-site Assessment**



**Decision of Accreditation Notice**



**Accreditation Notice and PrivacyMark Use Agreement**

It takes about six months.

## Assessment & Screening

- i) A structure for appropriately handling personal Information.**
  - Appointed manager
  - internal responsibility, division of roles etc.
- ii) Education and training (at least once a year)**
- iii) Auditing (at least once a year)**
- iv) Permanent Contact Point (clearly indicated to consumers) for Processing of Complaints.**
- v) Appropriate security measures against theft and/or leakage of personal information.**
- vi) Measures for protecting personal information to provide it to an external organization or subcontractors (contract for responsibilities and confidentiality etc.).**

## Use of PrivacyMark

■ PrivacyMark Use Contract is 2 years

■ PrivacyMark can be displayed at:

- \* Store
- \* Manual
- \* Envelope
- \* Business card
- \* Stipulations in contract
- \* Advertisement document
- \* Letterhead
- \* Web-site, etc.

■ Trademark right: JIPDEC

(Registered Trade Mark: Japan Patent Office, No.4442898)



## Fact-finding Study after Accreditation

### i) Fact-finding Study

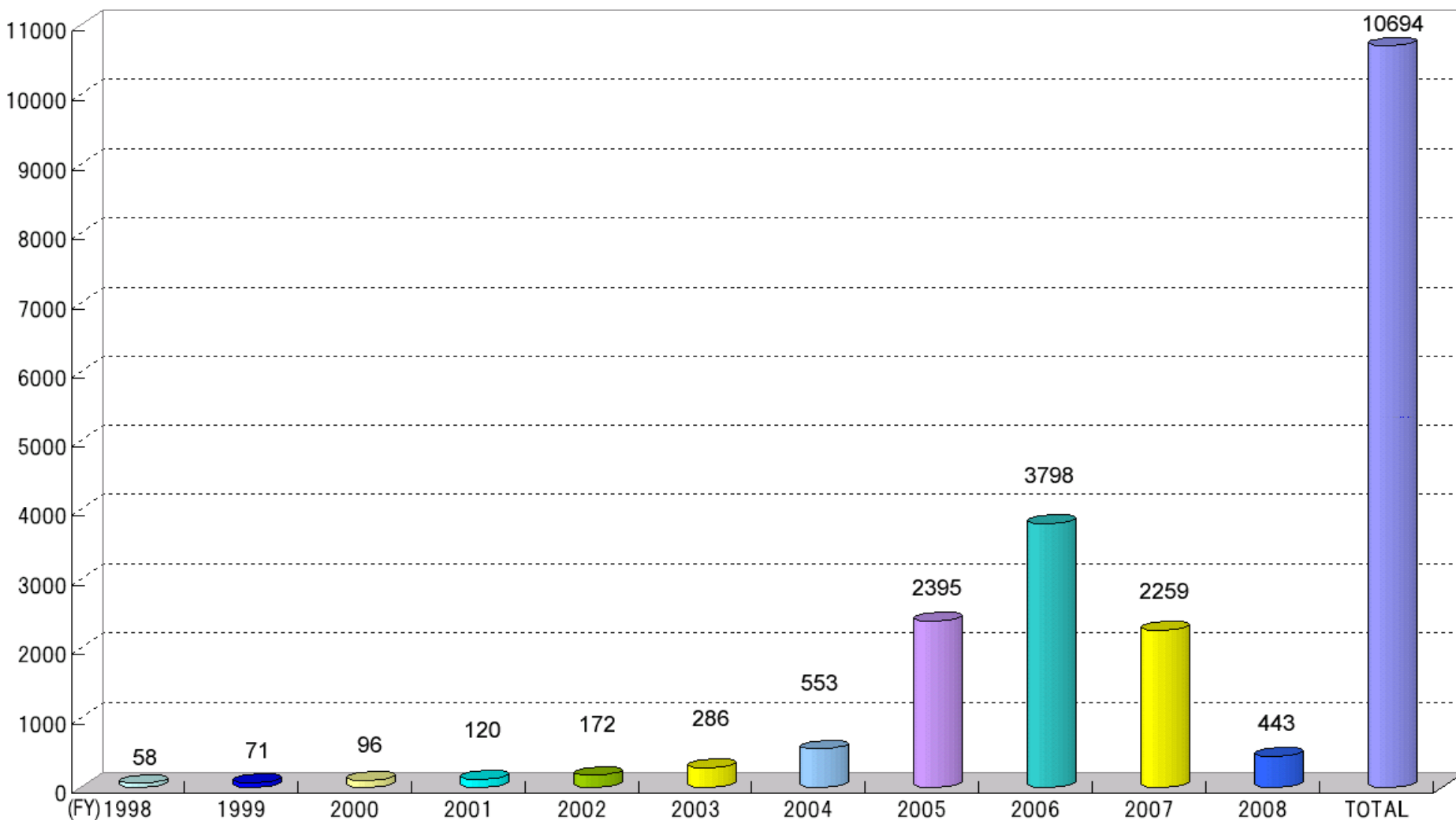
- \* Report(to Accreditation Body and Conformity Assessment Body):  
an audit result related to handling of personal data.

### ii) Recommendation to improve, cancellation of and PrivacyMark etc.

# PrivacyMark System

## No. of PrivacyMark Accreditation

June.30, 2008



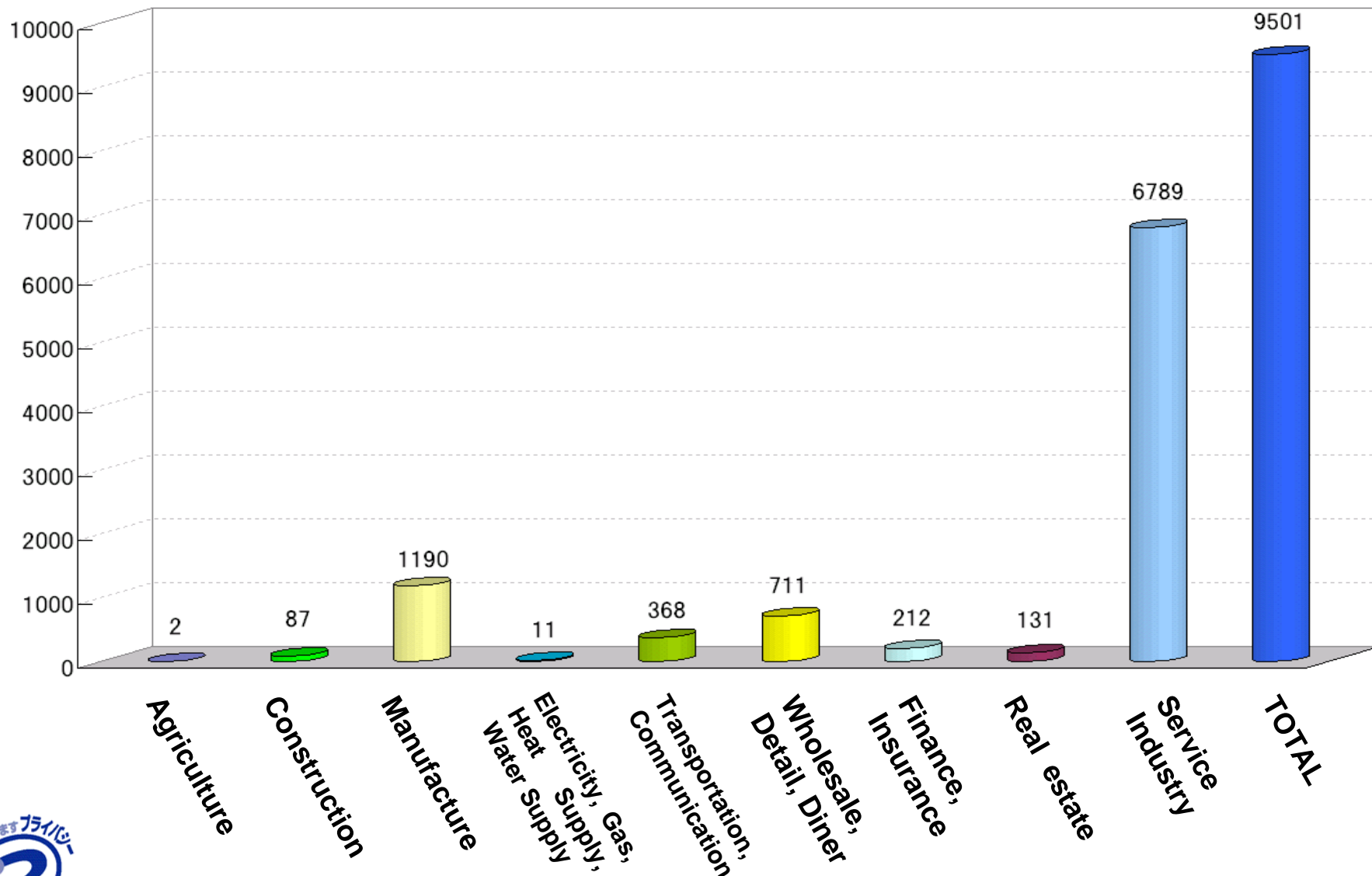
TOTAL is "commutative total numbers of Accreditation" including numbers of the terminated and the merged.



# PrivacyMark System

## No. of PrivacyMark Accredited Private Enterprises

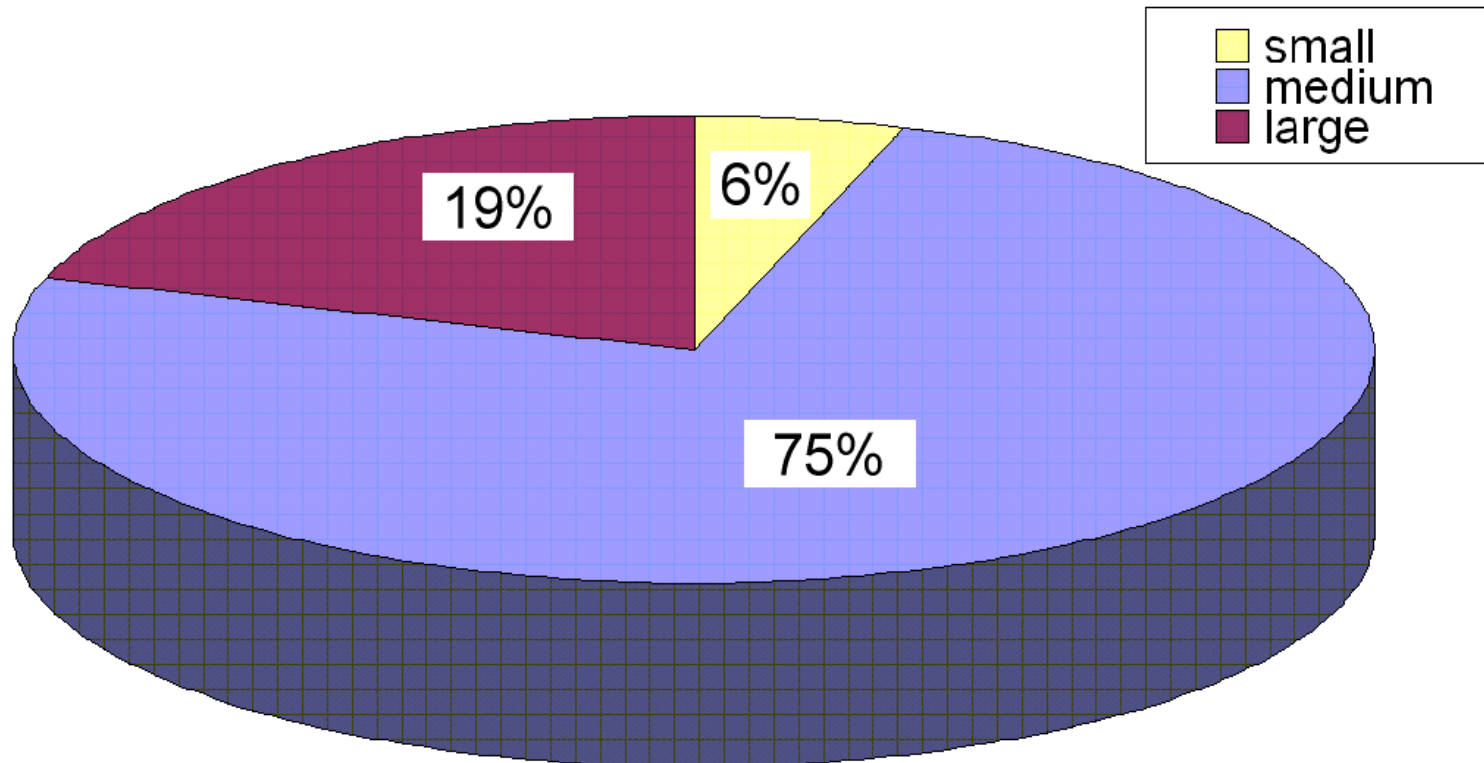
June.30, 2008



## Present situation

Composition of Accredited Private Enterprises by scale

June. 30, 2008



## Promotion of the Mutual Approval

### 1. Mutual Recognition Program with China Dalian Software Industry Association (DSIA)



### 2. Cooperation with Korea Association of Information and Telecommunications (KAIT)

