

PrivacyMark System



June. 30, 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

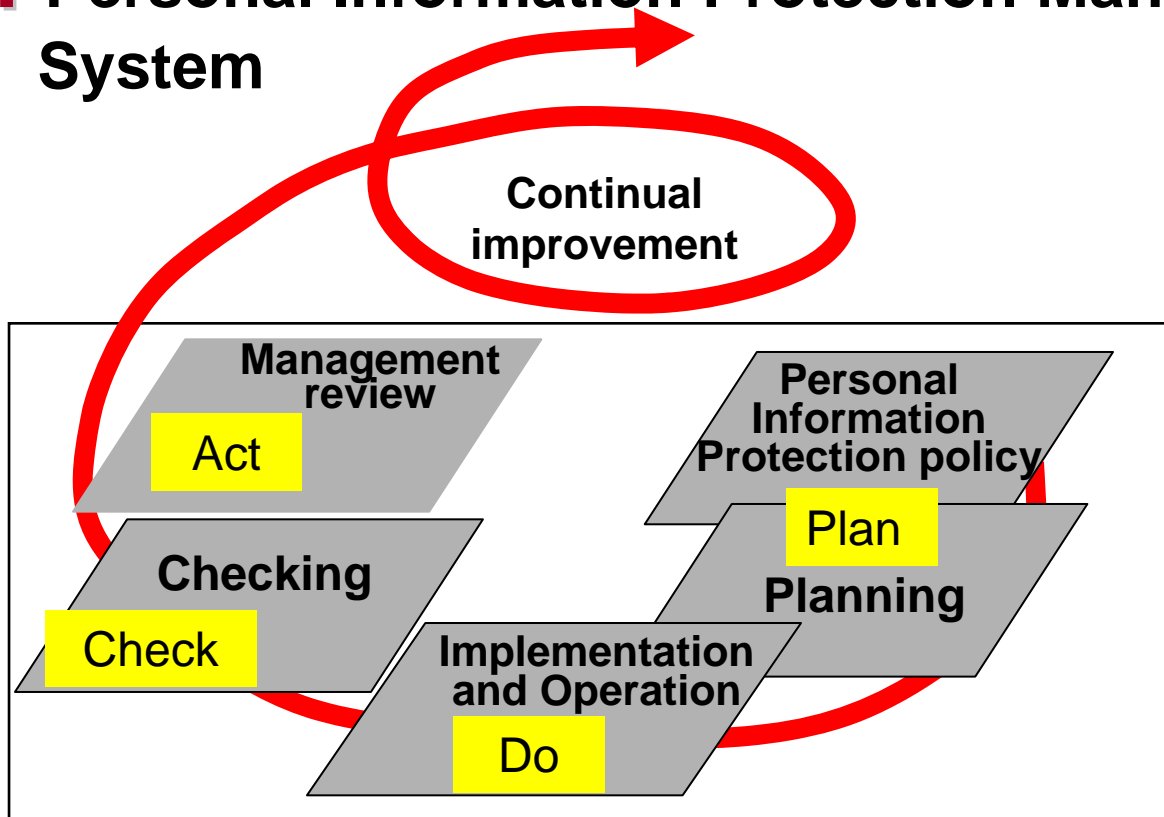
Social trust is given to private enterprise.



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.**

PMS: Personal Information Protection Management System

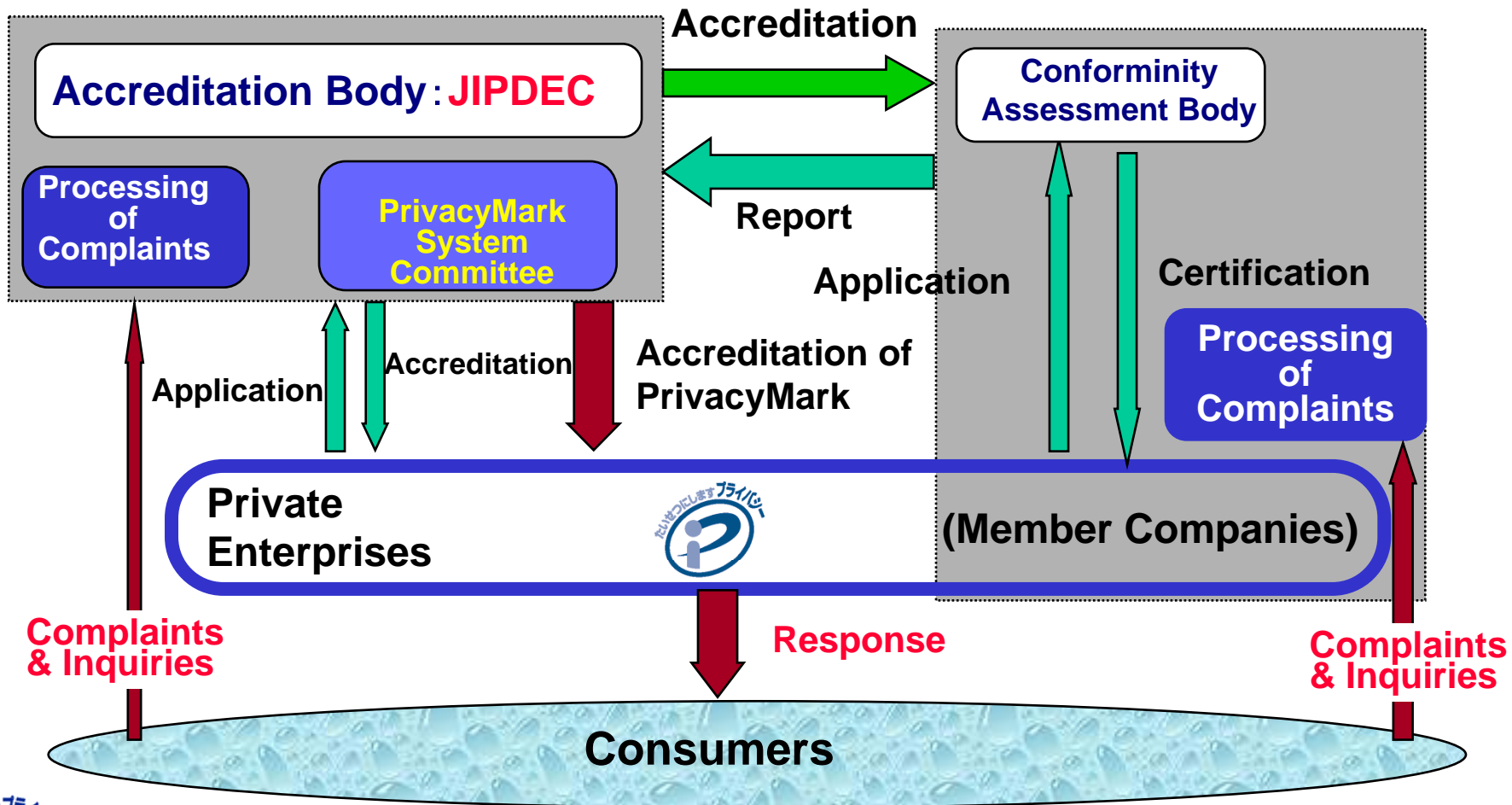


The Personal Information Protection Management System Model
Described by the Present Standards JISQ15001

PrivacyMark System

System

16 Conformity Assessment Bodies



Conformity Assessment Body

accepts an Application for the PrivacyMark Accreditation and it implements an Conformity 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
Total	30	60	120	22	45	90

- ★ 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 Conformity 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

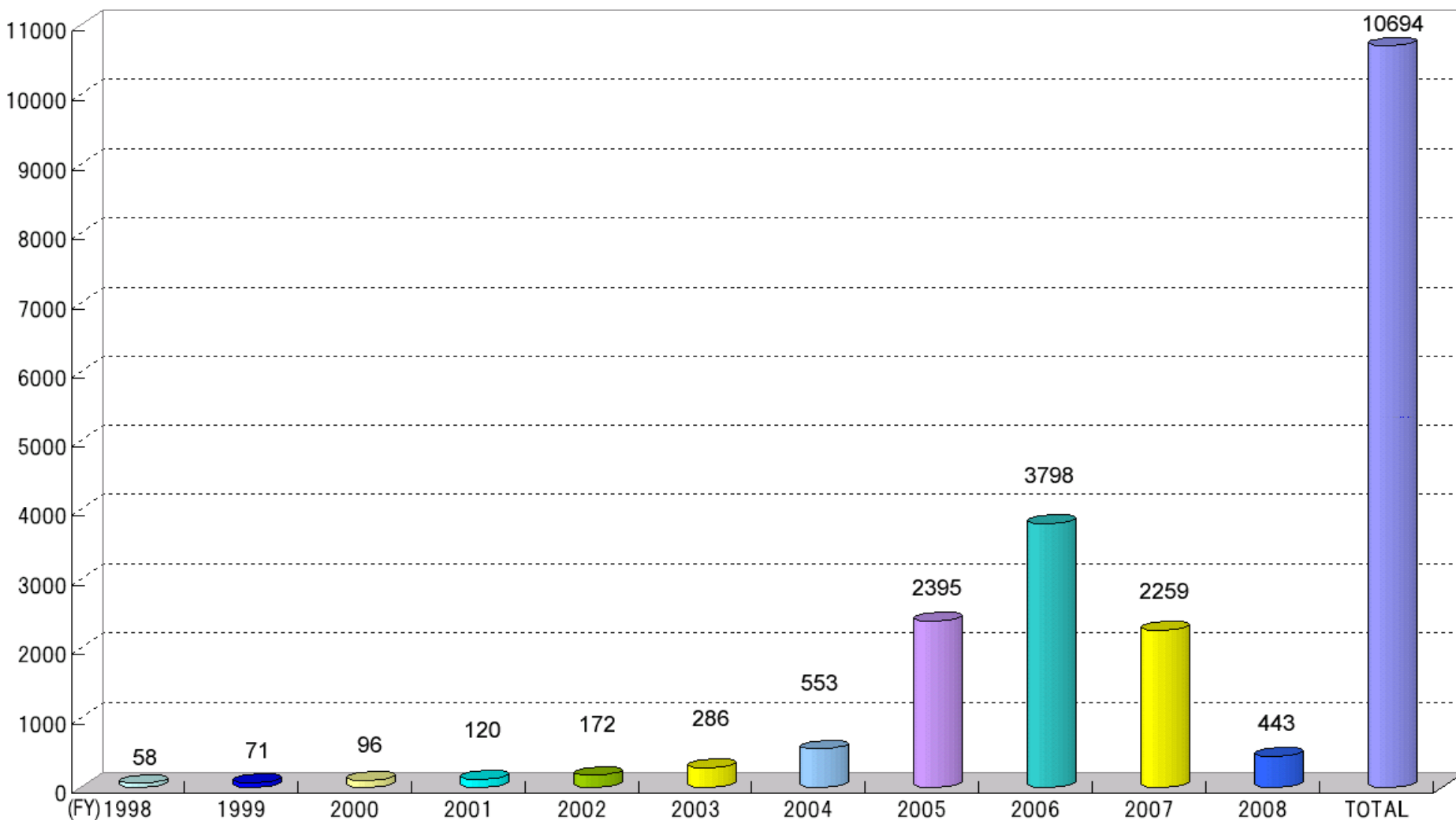
- * Report(to Accreditation Body and Conformity Assessment Body):
an audit result related to handling of personal data.

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

PrivacyMark System

No. of PrivacyMark Accreditation

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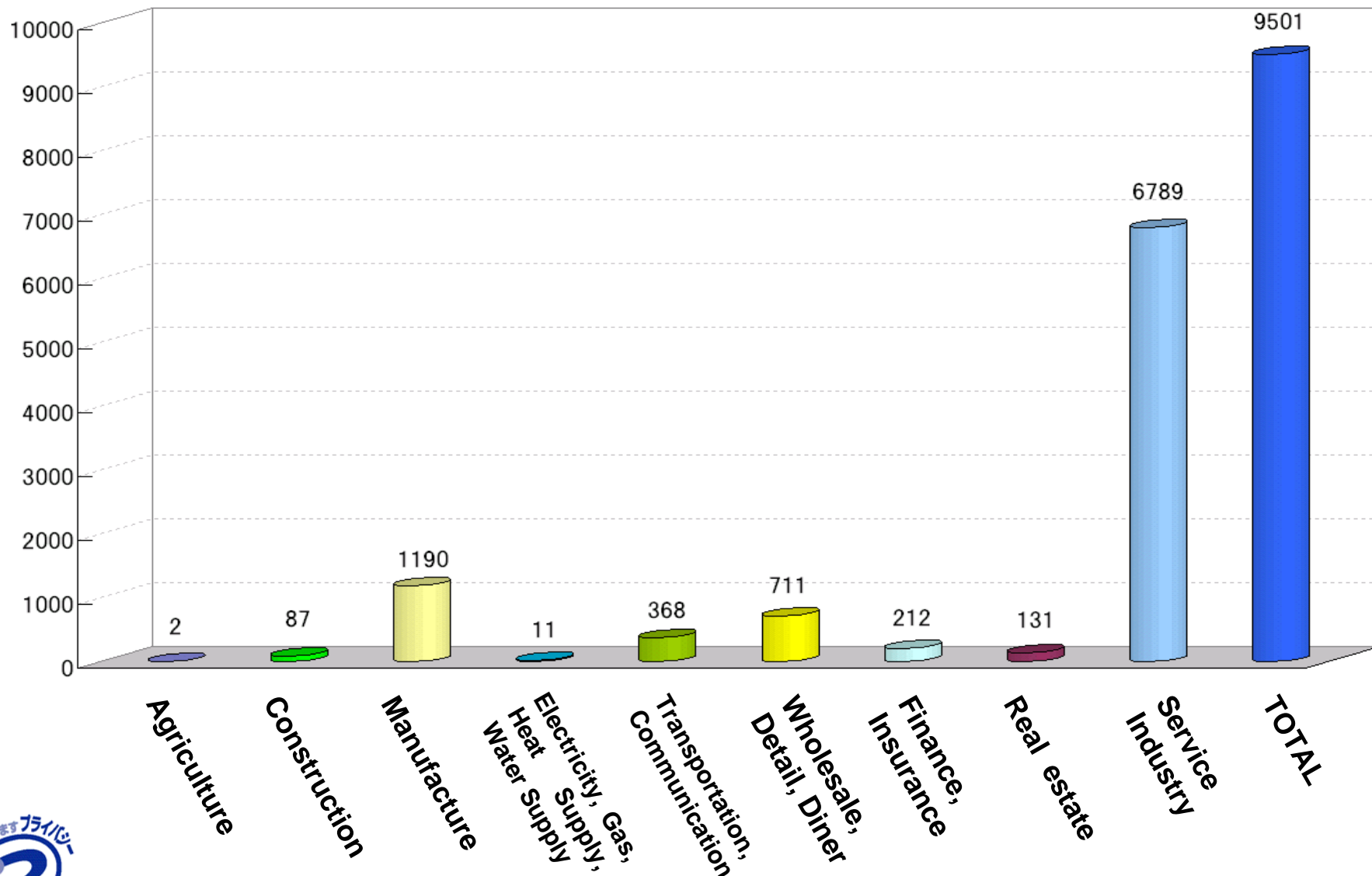
TOTAL is "commutative total numbers of Accreditation" including numbers of the terminated and the merged.



PrivacyMark System

No. of PrivacyMark Accredited Private Enterprises

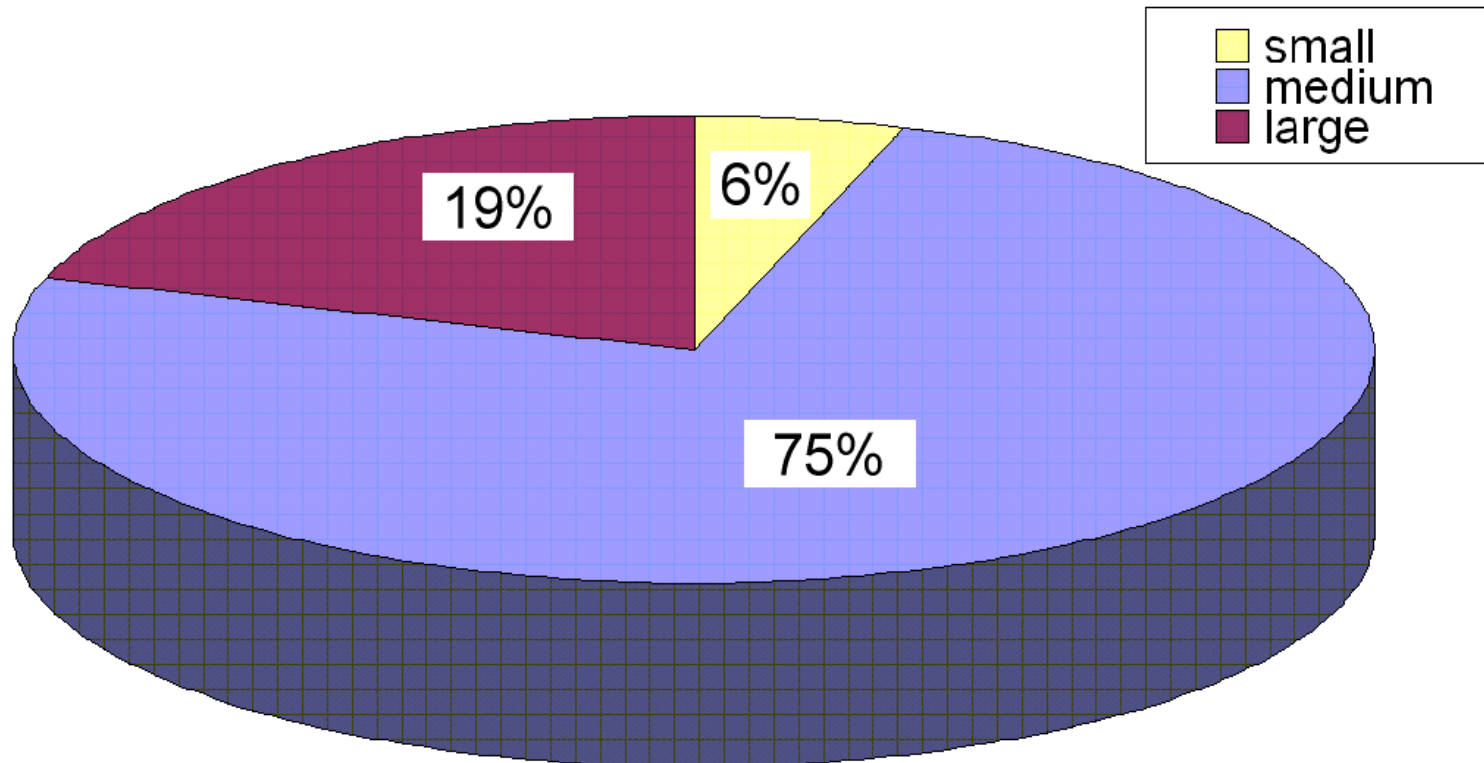
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Present situation

Composition of Accredited Private Enterprises by scale

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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)

