



The PrivacyMark[®] System

About the PrivacyMark[®] System

1 Objectives

- to enhance consumers' awareness of personal information protection
- to provide entities with an incentive to win social trust from consumers and business partners

2 Date of Commencement

▶ April 1, 1998

3 Promotion Body

▶ **JIPDEC**

4 Criterion

▶ **JIS Q 15001:2023**

Japanese Industrial Standards

The serial number for "Personal information protection management systems – Requirements"

The PrivacyMark System has adopted **JIS Q 15001** as its assessment criterion since 1999 when the first edition was developed, **encompassing the eight principles of OECD and extracting most of the concept of the EU Directive (95/46/EC)** .

The Third edition of JIS Q 15001 was made public on Sep 20, 2023.

5 Number of PrivacyMark registered Entities

▶ **17,788**

6 Number of Assessment Bodies

▶ **19**

7 Number of Assessor Training Bodies

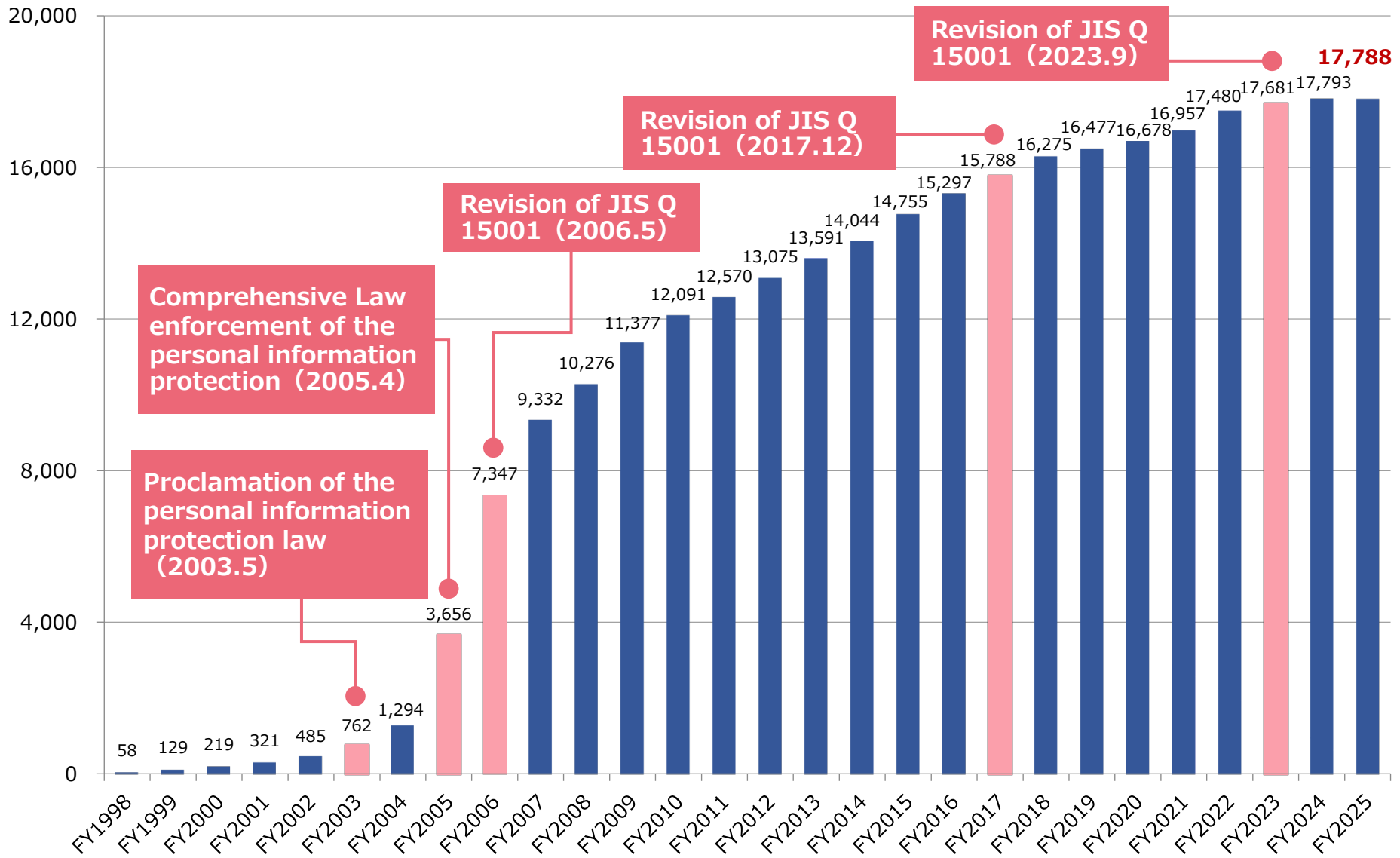
▶ **3**

8 Number of Assessors

Lead Assessors	401
Assessors	293
Provisional Assessor	677
Number of Assessors	1,371

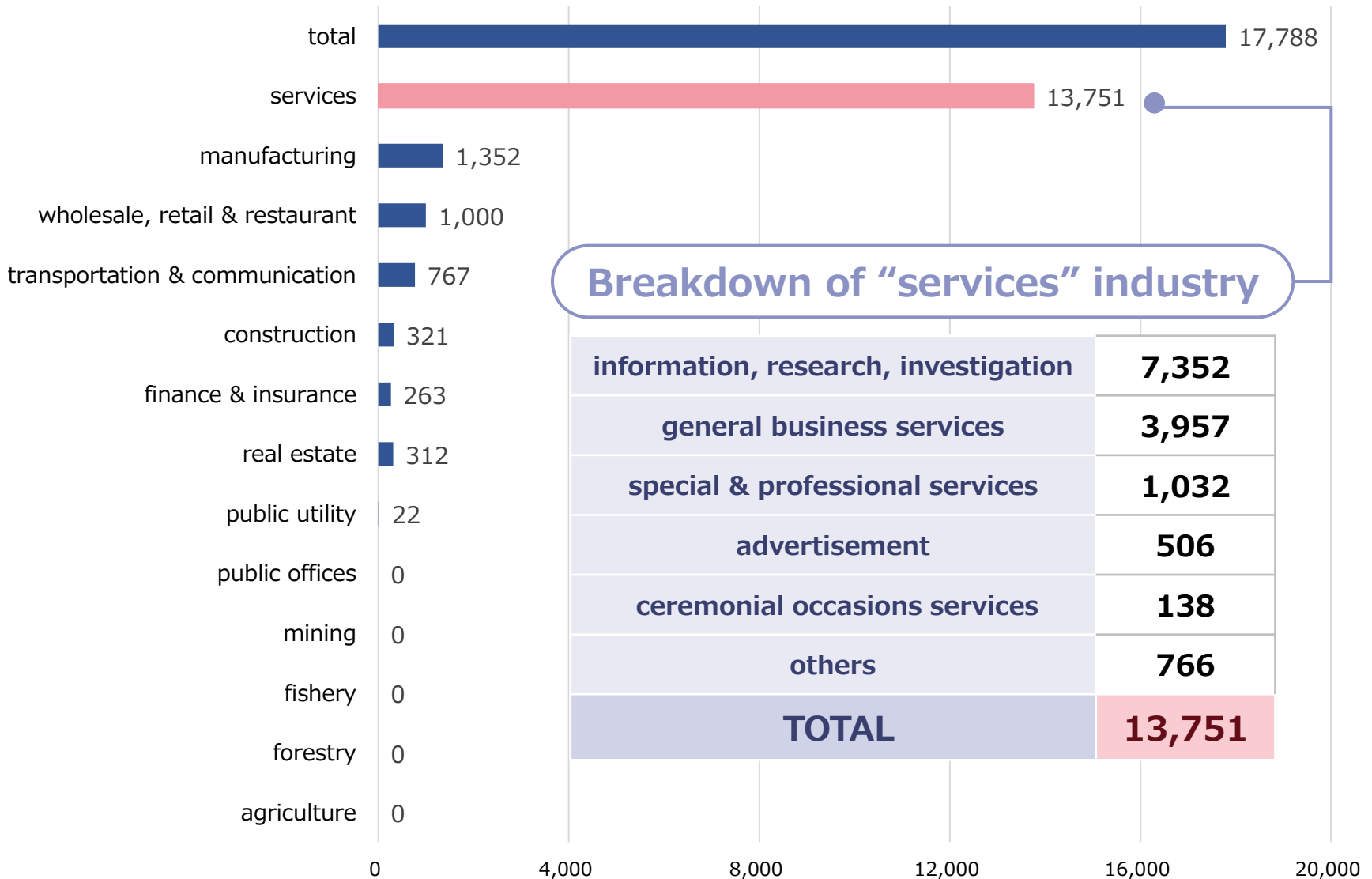
(as of April 7, 2026)

Trend in the number of registered entities



(as of March 31, 2026)

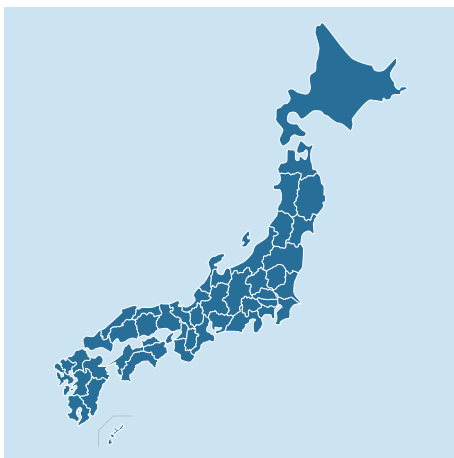
The number of the entities by industry



(as of March 31, 2026)

Application Requirements

- Companies eligible to receive certification for PrivacyMark are any enterprises **based in Japan.**



- Enterprises must **meet the requirements** stated below;

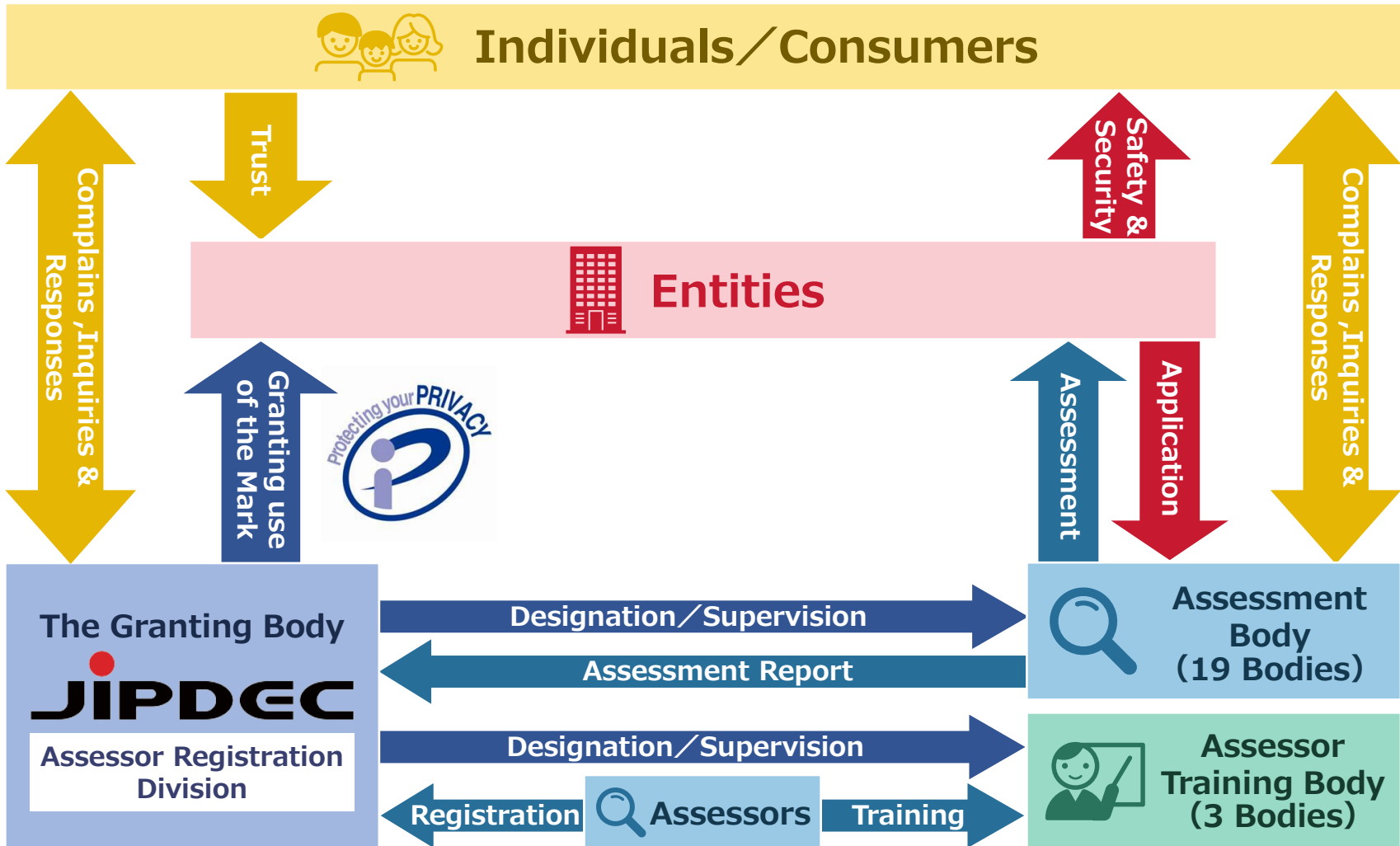
Must have set up a personal information protection management system (PMS) complying with JIS Q 15001:2023.

Must have prepared an enforceable system based on PMS and must be appropriately handling personal information.

- The PrivacyMark is certified in **the unit of per one enterprise.**



Implementation Structure



The Fee Table

Since October 1, 2019 [JPY (Tax included)]

Category	New Application			Renewal		
	Small	Medium	Large	Small	Medium	Large
Application Fee	52,382	52,382	52,382	52,382	52,382	52,382
Screening Fee	209,524	471,429	995,238	125,714	314,286	680,952
Mark Registration Fee	52,382	104,762	209,524	52,382	104,762	209,524
Total	314,288	628,573	1,257,144	230,478	471,430	942,858

- The effective period of PrivacyMark certification : **2 years.**

- Business scale

Large: Business operators on a scale exceeding that of medium scale business operators

Small: Business operators with a number of full-time employees of 20 or less. In the case for wholesalers, retailers (including food outlets) and services, with a number of the employees of 5 or less

Medium:

	Manufacturers and Others	Wholesalers	Retailers	Services
Capital	300 million or less	100 million or less	50 million or less	50 million or less
Persons *	300 or less	100 or less	50 or less	100 or less

※NOTE: the number of the persons who belong to the entity such as employees, part-time workers and executive officers.

Advantages of the system

Reviews from the PrivacyMark registered Entities

※Based on the results of a survey for the PrivacyMark registered Entities (JIPDEC; 2024) .

68%

Increased trust from business partners and consumers.

88%

Can be appropriately reviewed and improved compliance systems and regulations.

Feedback from consumers in general

※Quoted from “Consumer Awareness Survey in the Digital Society 2025” (JIPDEC; April 2025) .

Q : What is the impression of the the PrivacyMark registered Entities?

78%

They are trustworthy.

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