

The PrivacyMark® System

System, Reliability mechanism and Transparency programs



JIPDEC

Profile of 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 15001:2006

Japanese Industrial
Standard

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 second edition was made public in 2006.

➤ Refer to page 12 - 14 for the details of the requirements

5. **Accumulated Number of P-Mark Entities**: 21,307 ⇒Page 2

6. **Number of Assessment Bodies**: 18 (except Assessment Division of JIPDEC)

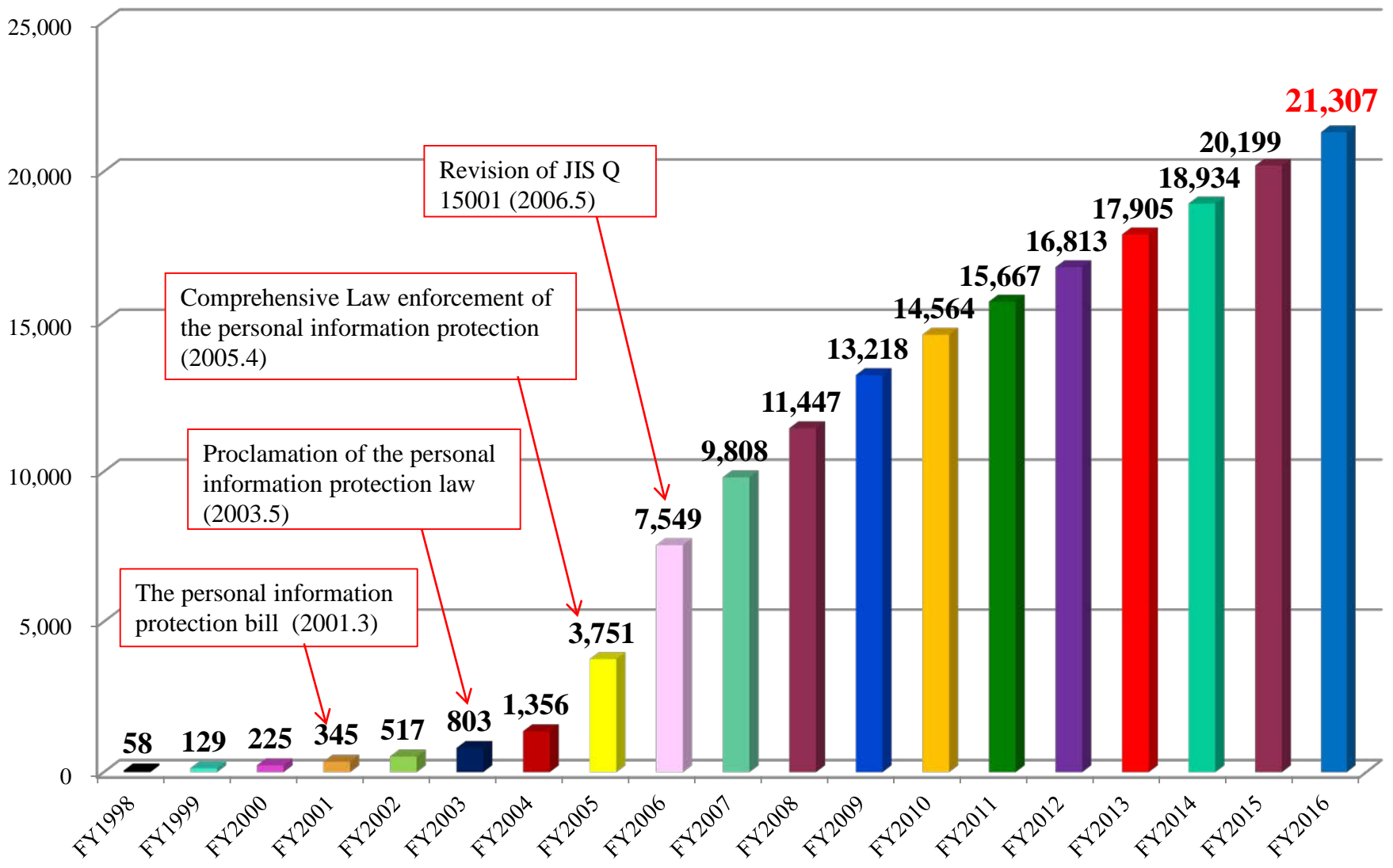
7. **Number of Assessor Training Bodies**: 3

8. **Number of Assessors**: 1,246 (as of **Mach 31, 2017**)

Lead Assessors: 305 Assessors: 274 Provisional Assessor: 667



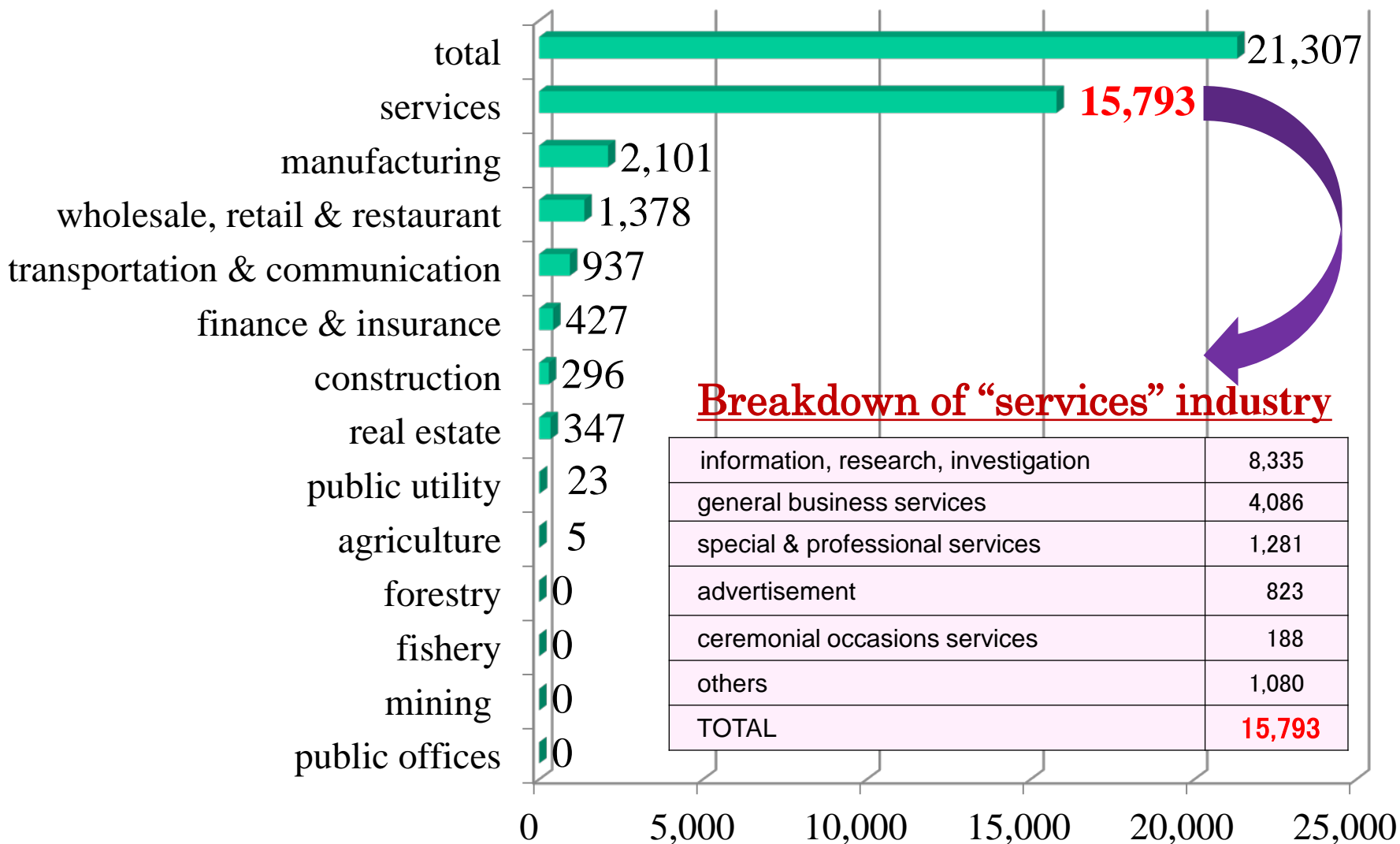
The accumulated number of PrivacyMark entities



(as of March 31, 2017)



The number of PrivacyMark entities by industry

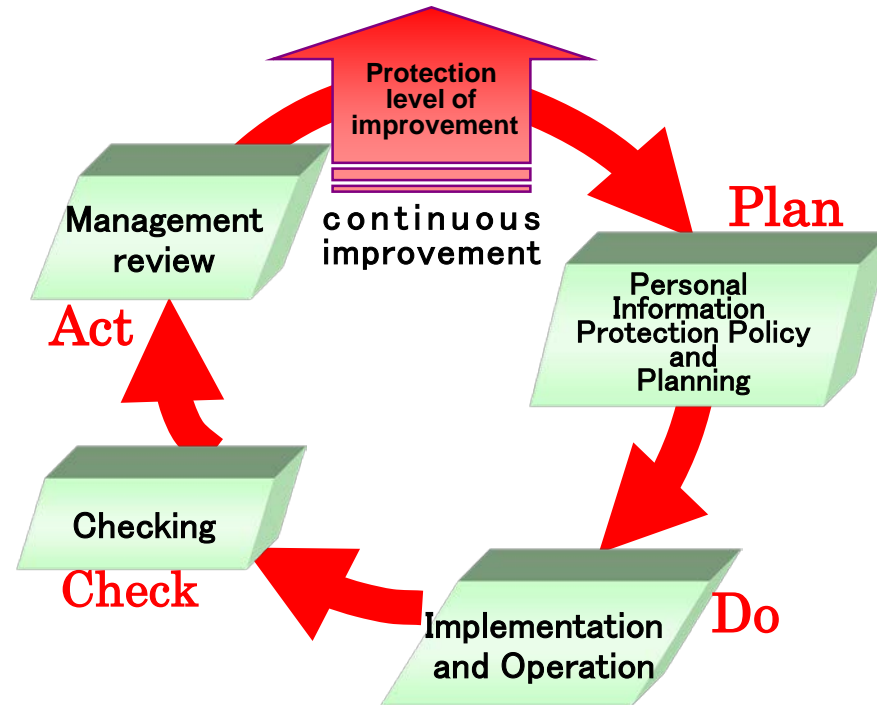


(as of March 31, 2017)



The PrivacyMark® System

- The concept of JISQ15001 is continuous improvement based on by “the PDCA Cycle”.



- The PrivacyMark System assesses whether or not applicants' **PMS** (Personal information protection Management System) adequately manage risks on handling of personal information.

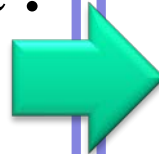
➤ Refer to page 5 for the two stages of the assessments.



Major Assessment Items of the PrivacyMark System

PMS Document Assessment :

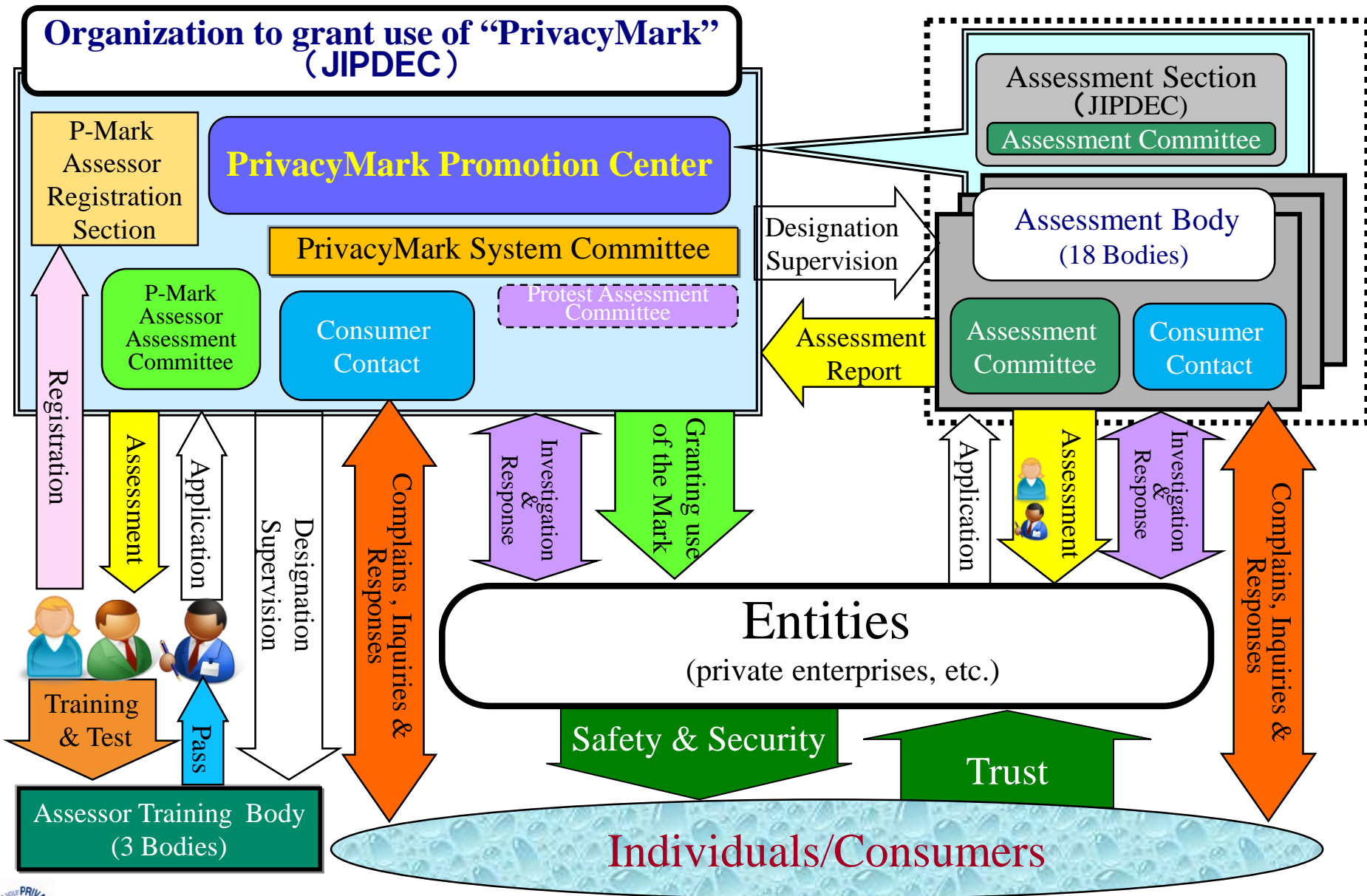
- It should announce its privacy policy (personal information protection policy).
- It should establish its PMS.
- It should establish the procedures to implement the PMS.
 - how to acquire, use and provide personal information
 - how to response to the inquiries from the persons concerned (disclosure, correction, deletion, etc.)
 - education, inspection, corrective and preventive action, review of PMS, etc.



On-site Assessment :

- It should implement, maintain, review and correct its PMS.
- It should specify all kinds of personal information and recognize risks on the handling of the personal information.
- It should analyze the risks and take appropriate security control measures.
- It should handle the information in accordance with the procedures.
- It should provide all of managements and employees with education on the personal information protection.
- It should implement audit process.
- It should implement corrective and review process.

Organization of the PrivacyMark® System



(1) The PrivacyMark System Committee

■ Committee Members:

- designate experts on personal information protection from the outside
- Members(9 persons): Professors, Representatives of business groups, Representatives of consumers, Lawyers, etc.

■ Roles & Responsibilities:

- establishment and revision of rules and regulations of the System
- designation and cancellation of Assessment Body
- cancellation or suspension of the PrivacyMark entities that violated PrivacyMark System Rules and Regulations
- Operation of the System etc.

(2) The Assessment Body

■ JIPDEC and 18 Bodies:

- JIPDEC: Assessment Section
- 18 Bodies: 12 industry-specific bodies and 6 regional bodies
 - In principle, applicants should submit the application form to the industry-specific body which they belong.
 - If the body is not available, it may submit the form to the specific regional body or JIPDEC.

(3) The PrivacyMark Assessment Committee

- assesses Assessor's reports on the applicants and report the results to the PrivacyMark System Committee
- Members : experts of personal information protection, professors, representatives of business groups and consumers, lawyers, etc.

(4) The PrivacyMark Assessor Training Body

- 3 Designated Bodies (as of March, 2017)
- operate a 5-day training course for new entries (Provisional Assessor) and a half-day Follow-up training course for all Assessors

The PrivacyMark System

(5) The PrivacyMark Assessor Assessment Committee

- assesses whether or not the applicants have competence for the concerned qualification
- In cases of promotion to Assessor or Lead Assessor, the applicants are required to have regulated business experiences and recommendations of Lead Assessors .
 - new entry for Provisional Assessor: required to take a 5-day course and pass the exam
 - promotion to Assessor: required to complete five assessments through OJT and receive recommendations of two or more Lead Assessors who instructed him/her
 - promotion to Lead Assessor : required to complete ten formal assessments and recommendations of two or more Lead Assessors who instruct him/her

(6) The PrivacyMark Assessor Registration Section

- operates registration of the PrivacyMark Assessors
- the number of Assessors registered
(**Totaled 1,246 Assessors** as of March 31, 2017)

Lead Assessor : 305

Assessor : 274

Provisional Assessor : 667



(7) The PrivacyMark Consumer Contact

- set up in JIPDEC and in each Assessment Body
- handles inquiries and complaints on personal information issues free of charge
- investigates cases and provides results with the person including entities' remedial actions, if any.
- The contact of JIPDEC is composed of four regular consultants and a part-time consultant in addition to a manager and an assistant.

(8) The Protest Assessment Committee (ad-hoc committee)

In the case of a protest or complaint about the matters below filed by any PrivacyMark entity, applicant for a PrivacyMark entity or Assessor position, person who took a course for Assessors, and consumers, the Protest Assessment Committee shall be temporarily set up in the PrivacyMark System Committee.

- on the result of new entry or renewal assessment for use of the PrivacyMark, Assessment Body, Assessor Training Body from the applicants concerned
- on the result of assessment by Assessor Training Body from the applicants
- any related complain on the System, each Body, etc. from consumers, etc.



The Fee Structure of the PrivacyMark System

Since April 1, 2014 [JPY (Tax included)]

Category	New Application			Renewal		
Scale	Small	Medium	Large	Small	Medium	Large
Application Fee	51,429	51,429	51,429	51,429	51,429	51,429
Screening Fee	205,715	462,857	977,142	123,428	308,572	668,571
Mark Registration Fee	51,429	102,858	205,715	51,429	102,858	205,715
Total	308,573	617,144	1,234,286	226,286	462,859	925,715

■ The effective period of the mark use fee is for **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.



The Requirements of JISQ15001:2006

The Criteria of the PrivacyMark System

P	3.1 General requirements
	3.2 Personal information protection policy
	3.3 Plan
	3.3.1 Specification of personal information
	3.3.2 Laws, guidelines and other codes stipulated by the state
	3.3.3 Recognition, analysis and measures of risk, etc.
	3.3.4 Resources, roles, responsibility and authority
	3.3.5 Internal regulations
D	3.3.6 Planning documents
	3.3.7 Preparation for state of emergency
	3.4 Implementation and operation
	3.4.1 Operation procedures
	3.4.2 Principles on acquisition, use and provision
3.4.2.1 Specification of purpose of use	
3.4.2.2 Appropriate acquisition	
3.4.2.3 Restriction of acquisition, use and provision of specific sensitive personal information	



The Requirements of JISQ15001:2006

The Criteria of the PrivacyMark System

D

3.4 Implementation and operation (continued)

3.4.2 Principles on acquisition, use and provision (continued)

3.4.2.4 Measures for acquiring with documents directly from the person

3.4.2.5 Measures for acquiring personal information by methods other than 3.4.2.4

3.4.2.6 Measures concerning use

3.4.2.7 Measures when accessing the person

3.4.2.8 Measures concerning provision

3.4.3 Appropriate control

3.4.3.1 Securement of accuracy

3.4.3.2 Security control measures

3.4.3.3 Supervision of employees

3.4.3.4 Supervision of trustees

3.4.4 Rights of the person concerning personal information

3.4.4.1 Rights concerning personal information

3.4.4.2 Procedures to meet requests for disclosure and others

3.4.4.3 Making the matters concerning personal information subject to disclosure widely known, etc.



The Requirements of JISQ15001:2006

The Criteria of the PrivacyMark System

D	3.4 Implementation and operation (continued)
	3.4.4 Rights of the person concerning personal information (continued)
	3.4.4.4 Notification of purpose of use of personal information subject to disclosure
	3.4.4.5 Disclosure of personal information subject to disclosure
	3.4.4.6 Correction, addition or deletion of personal information subject to disclosure
	3.4.4.7 Veto of use or provision of personal information subject to disclosure
	3.4.5 Education
	3.5 Personal information protection management system documents
	3.5.1 Range of documents
	3.5.2 Document control
3.5.3 Record control	
3.6 Response to complaints and consultations	
C	3.7 Inspection
	3.7.1 Confirmation of operations
	3.7.2 Audits
A	3.8 Corrective actions and preventive actions
	3.9 Review by the representative of the business entity



The PrivacyMark System

Development of the criteria for the System

Period	Criteria of P-Mark Assessment	What happened outside the System
April 1998 ~March 1999	Guideline pertaining to the protection of personal information processed by computer in private sector (May 1997, The Ministry of International Trade and Industry)	<ul style="list-style-type: none"> ▪ Directive 95/46/EC of the European Parliament and of the Council (October 24, 1995)
April 1999 ~May 2006	JIS Q 15001:1999 "Requirements-Personal Information Protection Management System"	<ul style="list-style-type: none"> ▪ Proclamation of Act on the Protection of Personal Information (May, 2003) ▪ Complete enforcement of Act on the Protection of Personal Information (April, 2005) ▪ Announcement of Competent Ministers regarding sector guidelines for personal information protection (2005)
June 2006~	JIS Q 15001:2006 "Requirements-Personal Information Protection Management System"	<ul style="list-style-type: none"> ▪ Announcement of JIS Q 15001:2006 (May 20, 2006) ▪ Modification of Sector Guidelines for personal information protection (in principle, every year)

The PrivacyMark System



PrivacyMark Promotion Center

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