



EU Privacy Shield

Powered by the BBB—building trust between consumers and businesses for more than 100 years.



WHY DOES YOUR BUSINESS NEED BBB EU PRIVACY SHIELD?

Does your U.S. business receive personal data from European business partners or customers? If so, you can use the Privacy Shield Frameworks to authorize your data transfers. Privacy Shield was created by the U.S., the EU and Switzerland to provide enhanced consumer privacy protections for EU and Swiss individuals, promote greater transparency around data collection, use and transfer, and help U.S. companies demonstrate that their privacy practices meet EU and Swiss data protection requirements. An established independent recourse mechanism that is ready, willing and able to work with you on Privacy Shield self-certification and help handle European privacy complaints is a key element of your Privacy Shield compliance.

Handling personal data involves a lot of moving parts... it's our mission to help you.

Frances Henderson, JD, CIPP/US

Vice President and National Director, Privacy Initiatives
703-247-9328 | fhenderson@bbbnp.org

Bryant Fry

Deputy Director, Privacy Shield
703-247-9354 | bfry@bbbnp.org

BBB.ORG/EU-PRIVACY-SHIELD | EUPrivacy@BBBNP.org



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BBB EU PRIVACY SHIELD BENEFITS FOR YOU AND YOUR CUSTOMERS

BBB recognizes privacy as both a legal obligation and a critical element of customer service. By partnering with BBB, you are choosing a brand trusted by consumers and businesses for over 100 years, with more than 20 years of demonstrated expertise in consumer privacy and complaint handling.

We partner with businesses of all sizes to help navigate Privacy Shield requirements and the self-certification process. BBB EU Privacy Shield is dedicated to helping your company institute privacy policies and practices that accommodate the EU and Swiss Privacy Shield Frameworks, whatever your business model.

- We monitor your website privacy statements and Department of Commerce certification pages to help you stay compliant.
- We provide an accessible, responsive third party service to address privacy inquiries - from the most trusted name in consumer dispute resolution.
- We offer speedy, impartial complaint handling through our staff conciliation process or independent Data Privacy Review. Services are always provided free of charge to individuals.
- We provide timely updates, tips and policy guidance to help your team build and maintain compliance, and to navigate the evolving privacy landscape in Europe and the United States.
- We offer competitive pricing for exemplary personal service. Your annual fee covers all compliance services, and unlimited complaint conciliation by BBB staff.

With year-round compliance assistance and on-demand complaint handling from BBB, you and your privacy team can focus on making your business better.