



A GUIDE TO GLOBAL CBPRs

The Global Cross Border Privacy Rules (CBPRs) and Privacy Recognition for Processors (PRP) System offers a framework for a new era of international data protection, one that promotes trust and accountability while moving into a future where consumer privacy is honored and data can be transferred responsibly across borders, by both data controllers and processors.

As an approved Accountability Agent by the U.S Department of Commerce, BBB National Programs works one-on-one with your business to review your completed assessment, identify gaps, work with you to rectify any gaps, and help you align to established data privacy standards. The process to get certified can take about 3-4 months, from start to finish.

Benefits of Certification

- **Gain** a competitive advantage over your peers
- **Streamline** personal data transfer requirements
- **Leverage** third-party accountability - get your homework checked by the pros, before the regulators do
- **Be** an industry leader - demonstrate your good faith efforts to comply
- **Trust** your vendors and have a holistic third-party risk management practice in place

Certification Options

- Cross Border Privacy Rules (CBPR) for data controllers
- Privacy Recognition for Processors (PRP) for data processors
- Vendor Privacy Program (VPP): BBB National Programs' independently operated certification for non-U.S. based processors

As an approved Accountability Agent by the U.S. Department of Commerce, BBB National Programs works one-on-one with your business to showcase compliance with established data privacy standards to your business partners, consumers, and international regulators.

Our certifications are backed by BBB National Programs' commitment to delivering independent accountability for your privacy practices.

* The Global CBPR System Certification Mark and Global PRP System Certification Mark™ are trademarks of the International Trade Administration/Office of Global Data Policy and Privacy, used with permission.

Global CBPR & PRP Seals

Get certified.
Get your seal of acknowledgement.



Supporting Documents

The certification is an assessment, gathering questions that serve to review an organization's policies, procedures, notices, and other relevant documentation that outlines the collection and processing of personal data. During the review process, each requirement will need to be evidenced by providing supporting documentation, such as:

- Privacy Notices
- Data Subject Request Policies
- Information Security Policies
- Access Controls Policies
- Data Processing/Sharing Agreements
- Third Party Due Diligence Agreements
- Training materials for employees, contractors, and service providers

* Please note that this is not an exhaustive list and additional materials may be required.

Global Participation

- **Current Participants:** Australia, Canada, Japan, Republic of Korea, Mexico, Philippines, Singapore, Taiwan, United States
- **Associate Members:** Bermuda, Dubai International Financial Centre, Mauritius, and the United Kingdom
- **Intent to apply:** Nigeria and Thailand

* This list is subject to change based on periodic updates happening at the Global CBPR Forum.



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HEIGHTENED DATA PROTECTION & ADEQUACY WORLDWIDE

- 144 countries have privacy laws and regulations in place, covering more than 80% of the world population
- Each law has differing expectations on consumer privacy protections
- At least 85 jurisdictions have a regulator or government authority that designates a data adequacy standard that must be met before data can be transferred



TRUST. ACCOUNTABILITY. FISCAL RESPONSIBILITY.

With BBB National Programs, grow consumer trust, demonstrate accountability, be financially prudent while meeting your revenue and KPI goals, and keep regulators at bay.