

経済産業省／一般財団法人日本情報経済社会推進協会
共催セミナー

自由で公正な情報の流通及び 利活用と個人情報保護

～越境移転を促進する仕組みとしてのAPEC CBPRシステム～

平成30年5月31日

基調講演（1）

「デジタルエコノミーにおける
データローカライゼーションの
インパクトと自由な情報流通を
支援する米国政策」

米国商務省 国際通商局
サービス担当副次官補 ジェームス・サリバン 氏



INTERNATIONAL
TRADE
ADMINISTRATION

APEC CROSS-BORDER PRIVACY RULES SYSTEM

ABOUT THE SYSTEM

The ability to transmit data across borders is critical to the operations of any company with an international presence.

The APEC Cross-Border Privacy Rules (CBPR) system ensures confidence in the data flows your businesses rely on by providing enforceable standards for privacy protection that allow data to flow across the Asia-Pacific region. Companies that incorporate this into their global compliance plans benefit by publicly demonstrating their commitment to strong privacy protections and having a basis upon which to simplify global compliance and reduce associated compliance costs.

APEC CBPR certifications are conducted by recognized Accountability Agents, which validate that a company complies with the program requirements. Participating APEC Economies include the United States, Mexico, Japan, Canada, Republic of Korea, and Singapore. There must also be at least one Accountability Agent offering its services in your economy.

LEARN MORE

To find an Accountability Agent in your economy and to learn more about obtaining a CBPR certification, please visit cbprs.org.

FIVE WAYS CBPR COULD BENEFIT YOUR ORGANIZATION



Simplified Compliance & Reduced Cost:

A single set of compliance practices across multiple Asia-Pacific economies.



Assurance:

Third-party certifications provide external validation.



Trust:

Internationally recognized privacy standards familiar to global consumers and business partners.



Credibility with Regulators:

Proactive commitment to safeguard privacy.



Flexibility:

Options to choose which data and economies will be covered.

For more information contact the Office of Digital Services Industries at the Department of Commerce's International Trade Administration at cbprs@trade.gov