

The Ins and Outs of the APEC Cross-Border Privacy Rules (CBPR) and their Role in Enabling Legal Compliance and International Data Transfers

**A Workshop for Controllers, Processors and Regulators in the Asia-
Pacific Region**

**29 August 2015
Cebu City, Philippines**

Welcome and Scene Setting

- Three Simple Takeaways from this workshop:
 - Understanding the numerous ways in which APEC CBPR can benefit your organization (information controllers)
 - Understanding the numerous ways in which APEC PRP can benefit your organization (information processors and controllers)
 - Understanding how and why to become CBPR certified (and PRP approved once the PRP system is operational)

Topic I – CBPR Basics

- What are the CBPR and how do they work?
- Why did APEC develop the CBPR?
- What is the status of implementing them in the APEC region and what is the trajectory for expansion?
- The CBPR are for the APEC region. Are there any prospects for creating a CBPR system with global reach?
- What is the APEC Privacy Recognition for Processors (PRP) and how will it work?

Topic II – A Perspective from CBPR-Certified Companies

- Why did we seek CBPR certification?
- What are the short-term and long-term benefits to businesses?
- What was the certification process like?
 - What do businesses have to do to become certified?
 - How long does it take?
- How does CBPR-certification correspond to approval under the EU Binding Corporate Rules (BCR)?

Topic III – A Perspective from the Regulators

- Certification schemes such as the CBPR help Privacy Enforcement Authorities and companies because:
 - “Front line enforcement” and complaint handling by the Accountability Agents – in many cases, PEA involvement may not be needed
 - Streamlining of investigations due to existence of a comprehensive privacy management program (CBPR)
 - Participation in CBPR may be considered favorably by enforcement agencies when deciding whether to bring enforcement actions

Resources

Official APEC CBPR Website

(containing all CBPR and PRP documents and information)

www.cbprs.org

“The APEC Cross-Border Privacy Rules—Now That We’ve Built It, Will They Come?”

IAPP Privacy Perspectives , 4 September 2014

By Markus Heyder

<https://iapp.org/news/a/the-apec-cross-border-privacy-rules-now-that-weve-built-it-will-they-come/>

“APEC Privacy Rules for Cross-Border Data Flows—A Model for Global Privacy Protections”

BNA Bloomberg Privacy & Security Law Report, 3 March 2015

By Markus Heyder and Anick Fortin-Cousens

<https://www.hunton.com/files/Uploads/Documents/Centre/APEC Privacy Rules for Cross-Border Data Flows.pdf>

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