



**Australian  
Privacy  
Foundation**

mail@privacy.org.au

<http://www.privacy.org.au>

## **MEDIA RELEASE**

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### **Privacy Coalition Opposes APEC Manoeuvres**

The US and Australia have been working through the Asia-Pacific Economic Cooperation (APEC) to reduce the level of protection for personal data that is provided by OECD-style data protection laws.

Their efforts have resulted in the 'APEC Privacy Framework'. See <https://cbprs.blob.core.windows.net/files/APEC%20Privacy%20Framework.pdf>

A key element of the APEC Privacy Framework is a mechanism for enabling personal data to be transferred between countries. The undermining of national privacy laws is achieved by means of the Cross Border Privacy Rules System (CBPRS). See <http://www.cbprs.org/>

On 3 December 2014 a coalition\* of privacy and consumer groups sent a Joint Submission to APEC asking for significant changes to the CBPRS. The submission is available here: <http://www.privacy.org.au/Papers/APEC-CBPR-141203.pdf>

The submission follows a long period of opposition by civil society representatives to the first implementation of the CBPRS, which has now been operating in the US for 18 months.

The submission raises concerns at the growing number of false claims of APEC certification and the absence of an official, accurate list of members.

One key aspect of the submission is that the signatories oppose the appointment of TRUSTe as an Accreditation Agent for the CBPRs in the US, citing weaknesses in that organisation's program criteria, conflicts of interest, and the unacceptable use of fine print exclusions in TRUSTe certified privacy policies.

The group calls on APEC to reform its CBPRS or close it down.

#### **Contacts:**

Chris Connolly (Chair APF International Committee), [chris.connolly@privacy.org.au](mailto:chris.connolly@privacy.org.au)  
Nigel Waters, [nigel.waters@privacy.org.au](mailto:nigel.waters@privacy.org.au), (02) 4981 0828 or 0407 230 342

\* The coalition includes:

- Australian Privacy Foundation (APF)
- Canadian Internet Policy & Public Interest Clinic (CIPPIC)
- US Center for Digital Democracy (CDT)
- US Electronic Privacy Information Center (EPIC)