

The logo for Information Integrity Solutions features a dark green square with a vertical orange bar on the left side. The text "INFORMATION INTEGRITY SOLUTIONS" is written in white, uppercase letters, stacked vertically in the center of the green square.

**INFORMATION
INTEGRITY
SOLUTIONS**

Potential benefits for APEC economies and businesses joining the CBPR System

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Context

- Value of CBPR depends on:
 - Each economy's underlying domestic law; and
 - Domestic law of current and future trading partners
- Laws (or lack thereof) in relation to cross-border data flows important – generally 3 categories:
 1. No limitation on data export
 2. No limitation on data export, but exporting party remains accountable
 3. Data export not permitted unless certain exceptions or requirements are met

Government: Trade benefits



Global trade and economic growth



International cooperation



Increased confidence



Procurement processes

Building trust and innovative privacy solutions

Government: External stakeholder benefits



Tool to maintain free flow of
data with privacy protection



Maintain trust in APEC economies



Assurance

Building trust and innovative privacy solutions

Business: Trade benefits



Appropriate privacy protection



Importing and exporting



Interoperability



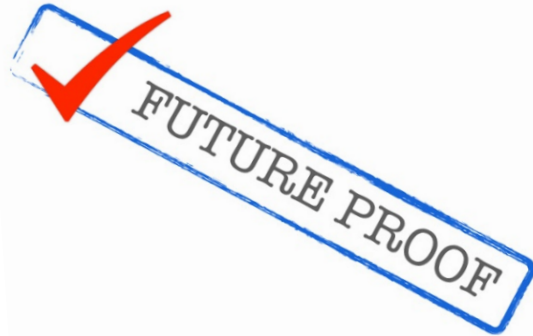
Foreign direct investment



Small and medium enterprise

Building trust and innovative privacy solutions

Business: Internal organisational benefits



One global compliance
system



Efficiency and flexibility



Regulatory treatment

Building trust and innovative privacy solutions

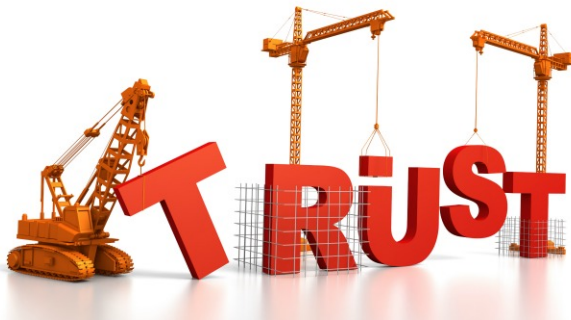
Business: External stakeholder benefits



Assurance



Communication with customers



Good faith and public relations

Building trust and innovative privacy solutions

Regulator: Internal regulatory benefits



Broadens set of actors that
play a role



Enables strategic resource allocation

Building trust and innovative privacy solutions

Regulator: External regulatory benefits



Assurance



Choice



Raise the benchmark

Building trust and innovative privacy solutions

Next Steps - Questions

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