

APEC Privacy Framework and CBPRs: Ready for the Spotlight

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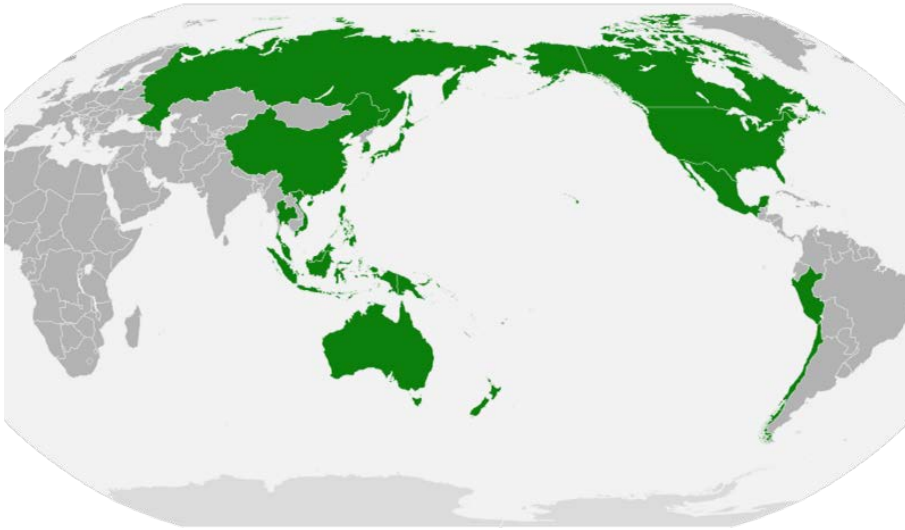
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APEC at a Glance



APEC's Main Objective

Enhance economic growth through open trade, investment facilitation and practical economic cooperation

- ✓ 21 member economies
- ✓ 41% world population
- ✓ 55% world GDP
- ✓ 43% world trade

Key Changes to APEC Privacy Framework

- Codify that the APEC CBPRs achieve call for APEC cross-border data transfer mechanism which ensures privacy protections
- Breach Notification
- Privacy Management Program
 - Operative privacy management programs “will provide a sound basis for a...controller to demonstrate that it is complying with...the Framework.”
- APEC Economy Privacy laws should:
 - Promote privacy strategies as a means to promote economic gain
 - Codify technical measures to protect privacy
 - Establish a competent privacy enforcement authority
- Domestic laws and the APEC Privacy Framework should promote interoperability with varying global and regional laws
- Privacy Framework endorsement at November CSOM 2016

Potential Benefits

- Three month study across signed up economies and Singapore from a business, government and regulator perspective
- Extent of value depends on each economy's domestic law and laws (or lack thereof) in relation to cross-border data flows
- Government benefits (non-exhaustive list):
 - Advancement towards global trade and economic growth policy objectives
 - Tool to maintain free flow of data with privacy protection
 - Assurance
- Business benefits (non-exhaustive list):
 - One global compliance system
 - Interoperability
 - Trust
- Regulator benefits (non-exhaustive list):
 - Broaden set of actors, improved strategic resource allocation, raises the benchmark

More Information

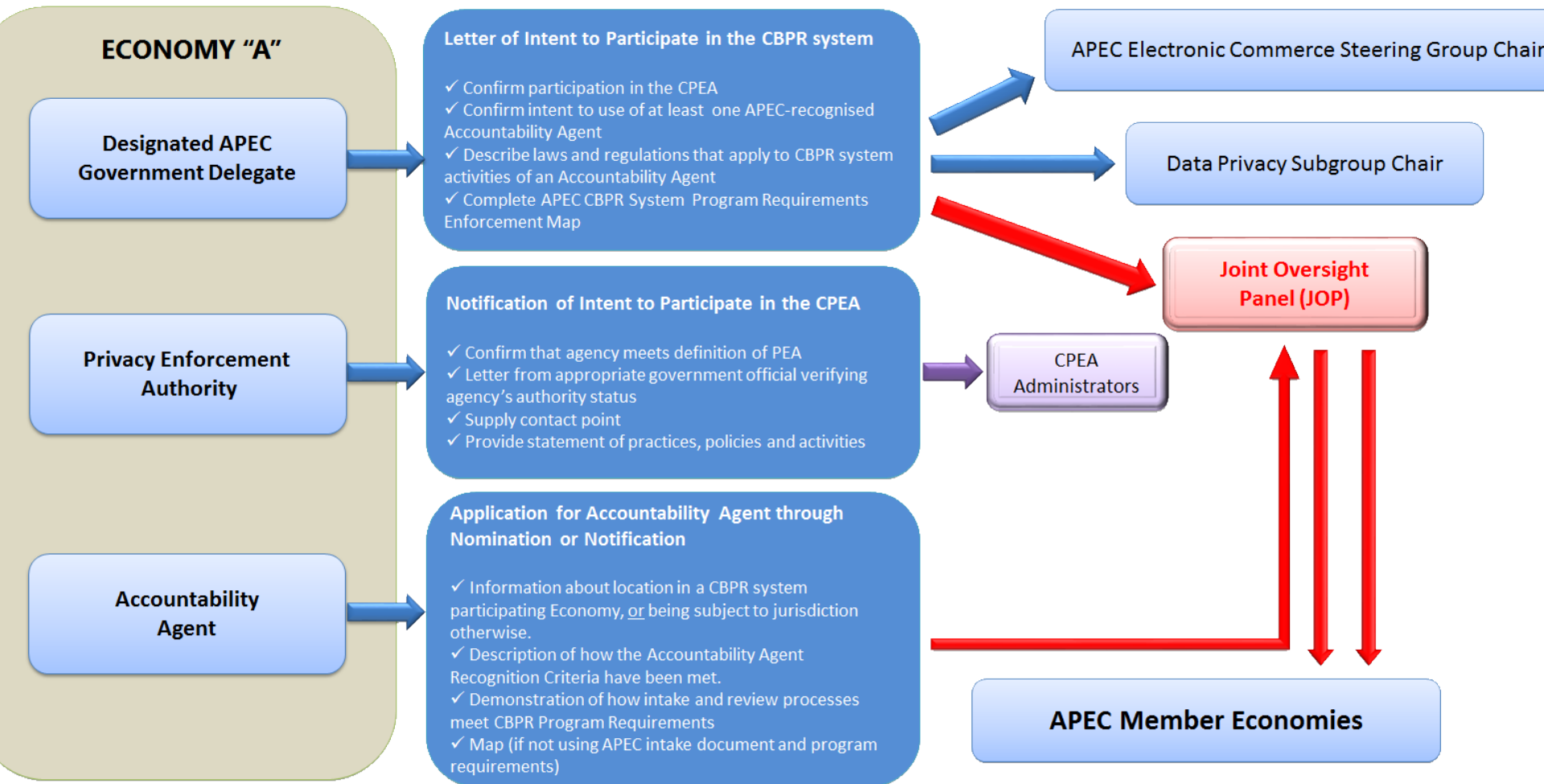
- Annelies Moens and Malcolm Crompton, “Preliminary assessment: Potential benefits for APEC economies and businesses joining the CBPR System” February 2016. Full Report Available At: <http://iispartners.com/Publications/index.html>. Summary of Report Available At: <https://iapp.org/news/a/report-explores-cbpr-benefits/>
- Annelies Moens and Malcolm Crompton, “Report for APEC: Australia - Phase 1 - CBPR - Impediments Analysis” August 2014. Full Report Available At: <http://iispartners.com/Publications/index.html>

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Structure of the CBPR System

Structure of the APEC Cross Border Privacy Rules (CBPR) system



Thank you!

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