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Soggetti	Mass media Law Private international law Conflict of laws Law—Europe Computer security Computers Law and legislation IT Law, Media Law, Intellectual Property Private International Law, International & Foreign Law, Comparative Law European Law Privacy Legal Aspects of Computing Systems and Data Security
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Nota di contenuto	Chapter 1. Introduction -- Chapter 2. Data Protection Certification in the EU: Possibilities, Actors and Building Blocks in a Reformed Landscape -- Chapter 3. The Schleswig-Holstein Data Protection Seal -- Chapter 4. The French Privacy Seal Scheme: A Successful Test -- Chapter 5. Privacy Seals in the USA, Europe, Japan, Canada, India and Australia -- Chapter 6. Controversies and Challenges of Trustmarks: Lessons for Privacy and Data Protection Seals -- Chapter 7. The Potential for Privacy Seals in Emerging Technologies -- Chapter 8. An

Sommario/riassunto

The book presents timely and needed contributions on privacy and data protection seals as seen from general, legal, policy, economic, technological, and societal perspectives. It covers data protection certification in the EU (i.e., the possibilities, actors and building blocks); the Schleswig-Holstein Data Protection Seal; the French Privacy Seal Scheme; privacy seals in the USA, Europe, Japan, Canada, India and Australia; controversies, challenges and lessons for privacy seals; the potential for privacy seals in emerging technologies; and an economic analysis. This book is particularly relevant in the EU context, given the General Data Protection Regulation (GDPR) impetus to data protection certification mechanisms and the dedication of specific provisions to certification. Its coverage of practices in jurisdictions outside the EU also makes it relevant globally. This book will appeal to European legislators and policy-makers, privacy and data protection practitioners, certification bodies, international organisations, and academics. Rowena Rodrigues is a Senior Research Analyst with Trilateral Research Ltd. in London and Vagelis Papakonstantinou is a Senior Researcher at the Vrije Universiteit Brussel in Brussels.

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