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| **http://www.snapsurveys.com/swh/k/134754317286/blue_logo_small.jpg** |

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| **Using privacy seals to improve data protection compliance and raise customer privacy awareness** |

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|  | **Please tell us about yourself** |
|  | Name |  |  |
|  | Organisation name |  |  |

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| --- | --- |
| **1.** | **Is your organisation signed up to ANY type of seal or trust mark schemes? (ie does not have to be specifically privacy/ data protection related)?** |
|

|  |  |
| --- | --- |
|  | *Yes* |

 |
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|  |  |
| --- | --- |
|  | *No* |

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|

|  |  |
| --- | --- |
|  | *Don't know* |

 |

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| --- | --- |
|  | **Please give details about any seal or trust mark schemes you are signed up to.** |
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| **2.** | **In your view, what are the benefits of signing up to such a scheme?** |
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| **3.** | **Would you consider signing up to a privacy seal or trust mark scheme operated by an independent third party as a way of demonstrating your organisation's good information handling practice to customers?** |
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| --- | --- |
|  | *Yes* |

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|  |  |
| --- | --- |
|  | *No* |

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| --- | --- |
|  | *Don't know/no opinion* |

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| --- | --- |
| **4.** | **What specific benefits (commercial or other) would there be for your organisation if you signed up to privacy seal scheme?** |
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| **5.** | **What factors (if any) would discourage you from signing up to a privacy seal scheme?**  |
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|  | **Would you be more willing to sign up to a privacy seal scheme run or accredited by the ICO or a scheme operated by an independent third party?** |
|

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| --- | --- |
|  | *ICO* |

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|

|  |  |
| --- | --- |
|  | *Independent third party* |

 |
|

|  |  |
| --- | --- |
|  | *Either* |

 |
|

|  |  |
| --- | --- |
|  | *Neither* |

 |
|

|  |  |
| --- | --- |
|  | *Other body* |

 |
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| --- | --- |
|  | *Don't know/No opinion* |

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| --- | --- |
| **7.** | **What credentials would you expect an independent, third party seal scheme operator to have?** |
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| **8.** | **Do you have any other comments you would like to make about privacy seals, certificates or trust marks?** |
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| **Thank you. You have now completed the survey. Please click on 'submit' below. You will then be returned to the ICO website homepage.** |

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