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|  | |  | | --- | | **http://www.snapsurveys.com/swh/k/134754317286/blue_logo_small.jpg** |  |  | | --- | |  |  |  | | --- | | **Using privacy seals to improve data protection compliance and raise customer privacy awareness** |  |  | | --- | |  |  |  |  |  |  | | --- | --- | --- | --- | |  | **Please tell us about yourself** | | | |  | Name |  |  | |  | Organisation name |  |  |  |  | | --- | |  |  |  |  | | --- | --- | | **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* | | | |  |  | | --- | --- | |  | *No* | | | |  |  | | --- | --- | |  | *Don't know* | |  |  | | --- | |  |  |  |  | | --- | --- | |  | **Please give details about any seal or trust mark schemes you are signed up to.** | |  |  |  | | --- | |  |  |  |  | | --- | --- | | **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?** | | |  |  | | --- | --- | |  | *Yes* | | | |  |  | | --- | --- | |  | *No* | | | |  |  | | --- | --- | |  | *Don't know/no opinion* | |  |  | | --- | |  |  |  |  | | --- | --- | | **4.** | **What specific benefits (commercial or other) would there be for your organisation if you signed up to privacy seal scheme?** | |  |  |  | | --- | |  |  |  |  | | --- | --- | | **5.** | **What factors (if any) would discourage you from signing up to a privacy seal scheme?** | |  | |  |
| |  |  | | --- | --- | |  | **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?** | | |  |  | | --- | --- | |  | *ICO* | | | |  |  | | --- | --- | |  | *Independent third party* | | | |  |  | | --- | --- | |  | *Either* | | | |  |  | | --- | --- | |  | *Neither* | | | |  |  | | --- | --- | |  | *Other body* | | | |  |  | | --- | --- | |  | *Don't know/No opinion* | |  |  | | --- | |  |  |  |  | | --- | --- | | **7.** | **What credentials would you expect an independent, third party seal scheme operator to have?** | |  | | |  |
| |  | | --- | |  |  |  |  | | --- | --- | | **8.** | **Do you have any other comments you would like to make about privacy seals, certificates or trust marks?** | |  |  |  | | --- | |  |  |  | | --- | | **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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