

# The EU-U.S. and Swiss-U.S. Privacy Shield Frameworks Information for EU and Swiss Individuals

## What is the Privacy Shield?

The EU-U.S. and Swiss-U.S. Privacy Shield Frameworks were designed by the U.S. Department of Commerce, and the European Commission and Swiss Administration, respectively, to provide a mechanism through which U.S.-based companies can comply with data protection requirements when transferring personal data from the European Union and Switzerland to the United States in support of transatlantic commerce.

## How Can I Learn Which Organizations Participate in Privacy Shield?

The Privacy Shield team at ITA maintains the authoritative list of Privacy Shield participants at [www.privacyshield.gov/list](http://www.privacyshield.gov/list). To determine whether an organization is a participant, search alphabetically or type in the organization's name in the search bar. Click on the name of a participant to access the organization's Privacy Shield record. Participants' published privacy policies must also include information regarding their Privacy Shield participation, a link to the Privacy Shield website, contact information, and their selected independent recourse mechanism.



## What Are My Rights Under Privacy Shield?

A participating organization must provide you:

- Information on the types of personal data collected, the purposes of collection and use, and the type or identify of third parties to which your personal data is disclosed
- Choices for limiting use and disclosure of your personal data
- Access to your personal data
- Notification of the organization's liability if it transfers your personal data and the requirement to disclose your personal data in response to lawful requests by public authorities
- Reasonable and appropriate security for your personal data

## How Do I Submit a Complaint Under Privacy Shield?

- *Contact the organization:* This should be your first step. Contact information is accessible under "Questions or Complaints?" in the organization's Privacy Shield record and in its published privacy policy. The organization must respond within 45 days.
- *Contact the free independent recourse mechanism (IRM):* IRM contact information is also accessible in the Privacy Shield record and published privacy policy.
- *Contact your data protection authority (DPA):* You can always submit a complaint directly to your local EU DPA or the Swiss Federal Data Protection and Information Commissioner.
- *Invoke binding arbitration:* If your complaint is not resolved by the mechanisms described above, you may have the ability to invoke binding arbitration.
- *Contact the U.S. enforcement authority:* Each organization's Privacy Shield record indicates the relevant U.S. enforcement authority. In most instances, it is the U.S. Federal Trade Commission (FTC). See: [ftccomplaintassistant.gov](http://ftccomplaintassistant.gov)