



Privacy Trust Mark Application Form

This form is for you to showcase your product, service, or process, explaining how and why it is exceptional in the way it manages personal information.

Please provide all information you think is relevant. Please email this form along with any supporting documentation to: trustmark@privacy.org.nz

Business Name:

Product/Service/Process Name:

Contact Person:

Email:

Telephone:

Date Product Launched:

Provide an overview of your product.

Set out the key privacy enhancing features of your product. You can refer to our Trust Mark Criteria [\[here\]](#).



Set out the reasons why your product should be awarded a Trust Mark.

Did you conduct a Privacy Impact Assessment when developing the product?

Yes

No

Provide a brief overview of your agency's general privacy culture and practice. Include discussion of privacy policy, staff training, recent complaints/data breaches etc.

Provide any other supporting information for your application.

Disclaimer and Signature

I certify that my answers are true and complete.

If this application leads to the award of a Privacy Trust Mark, I understand that false or misleading information in my application may result in the revocation of the Privacy Trust Mark.

Information provided to our Office by agencies applying for a Trust Mark will be kept for both successful and unsuccessful applications.

We will use this information to produce a brief explanation of the product or service the Trust Mark covers and why it was awarded. Information will also be used to provide context to any future applications.

It should be noted that the Commissioner may also consider information he is aware of through his other functions, including policy work, complaint investigations, data breaches, and enquiries trends.

Where an agency is successful in obtaining a Trust Mark, our Office will publish the fact that the product/service has received a Trust Mark, along with a short summary of the reasons for its success.

The Office of the Privacy Commissioner is also subject to the Official Information Act 1982 and is required to consider all requests made for information. Any responses will be subject to the secrecy provisions found in section 116 of the Privacy Act 1993.

Please acknowledge your understanding:

[Click here to email us your completed form](#)

NB: There is a 10 MB limit – to send anything larger please zip your file.