



PRESS RELEASE

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Data privacy consulting firm 2B Advice supports Simon-Kucher & Partners in approval of internal data privacy policies as Binding Corporate Rules

The European data protection authorities have approved the internal data privacy policies of the Bonn-based strategic consulting firm Simon-Kucher & Partners as Binding Corporate Rules (BCRs). BCRs allow multinational companies to transfer group-internal personal data to countries outside of Europe as long as it is done in compliance with EU Data Protection Law. This also applies to countries like the US, China, Japan, and India, where the European Commission does not acknowledge an adequate level of data protection. Simon-Kucher & Partners has 29 offices in 22 countries. After BMW, Continental, Deutsche Post DHL, Deutsche Telekom, Osram, and Siemens, the world's leading consultancy firm for pricing is the seventh German company whose group-wide data privacy policies were approved as BCRs. The consulting firm 2B Advice, which specializes in international data privacy, was present and involved in the approval process of the BCRs at Simon-Kucher & Partners.

"With these BCRs, Simon-Kucher & Partners highlights its high standards, creates transparency and confidence in their handling of personal data, and lowers costs through a global harmonization of data privacy," says Marcus Belke, CEO of 2B Advice.

In addition to the design of an appropriate data privacy organization and the documented establishment of a company-wide data privacy plan, 2B Advice moderated the approval process with the supervisory authority. The process was led by supervisory authority of North Rhine-Westphalia, while regulatory bodies from England and Italy acted as second assessors.



The 2B Advice Group, with its locations in Europe and the United States, ranks among the few consulting companies that can successfully see a Binding Corporate Rules process through to completion. Many BCR procedures have been started but few completed, owing to the complex legal and technical requirements. 2B Advice has the know-how and international standing to successfully see a BCR approval process through to the end. Our experience is what can help any of our clients in future BCR processes.

Press contact 2B Advice GmbH:

Dominik Zier

Joseph-Schumpeter-Allee 25

53227 Bonn

Phone: +49 228 926165 126

Fax: +49 228 926165 109

E-Mail: dominik.zier@2b-advice.com

About 2B Advice:

2B Advice – the privacy benchmark – is an international corporate consulting firm with offices in Berlin, Bonn and Munich (2B Advice GmbH), Brezno (2B Advice s.r.o., Slovakia), New York and San Diego (2B Advice LLC). 2B Advice offers solutions for all data privacy issues: consulting, implementation, software, training, testing and certification. 2B Advice bridges the gap between technology and law, combining legal expertise with outstanding technical and organizational skills. 2B Advice's goal is to become the leading international consulting firm specializing in data privacy.

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