cr.gdpr





CR.GDPR Compliance Mark: Usage Guidelines

Who can use the Compliance Mark?

The CR.GDPR Compliance Mark may only be used by organisations that have been formally approved as Adherents to CR.GDPR and are listed on the CR.GDPR Public Registry.

The Mark must not be used by organisations that are:

- Applying for adherence but have not yet received a decision
- Listed on the Public Registry as having initiated a submission but are not yet Adherents
- No longer entitled to use the Mark
- Using the Mark in relation to services or activities outside the scope of their adherence

Each Adherent may only use the Compliance Mark corresponding to the level of adherence granted to them.

Approved versions only

The Compliance Mark must be used exactly as supplied by CR.GDPR. Do not:

- Alter the colours, proportions or design
- Stretch, distort or rotate the Mark
- Add or remove elements
- Recreate the Mark yourself
- Change the wording or level shown on the Mark
- Combine the Mark with other graphics in a way that changes its appearance or meaning



White background

The Compliance Mark must always be displayed on a white background to ensure that it remains clear, recognisable and consistent across different communications and materials.

Do not place the Mark directly over photographs, coloured backgrounds, patterns or other visual elements.



Where can the Mark be used?

Adherents may display the Compliance Mark in relevant organisational communications, including:

- Corporate websites
- Email signatures
- Company presentations
- Corporate documents
- Marketing and communications materials
- Social media
- Relevant event and conference materials
- Other materials used to communicate the organisation's adherence to CR.GDPR

The Mark should be displayed in a way that makes clear which organisation holds the adherence.

Link to CR.GDPR

Whenever the Compliance Mark, or a written reference to an organisation's CR.GDPR adherence, appears in digital communications, it should link to the CR.GDPR website.

This enables sponsors, partners and other stakeholders to access further information about CR.GDPR and verify the organisation's adherence.

For social media posts where the Mark itself cannot be made clickable, the accompanying reference to CR.GDPR should link to the CR.GDPR website.

Do not misrepresent what the Mark means

The Compliance Mark indicates an organisation's adherence to CR.GDPR at the stated level.

It should not be presented as:

- A general certification of the organisation
- An endorsement of the organisation by CR.GDPR or EUCROF
- A guarantee that every service or activity provided by the organisation complies with CR.GDPR
- A replacement for the organisation's wider GDPR responsibilities

Communications should not suggest that adherence to CR.GDPR removes an organisation's obligation to comply with the GDPR or other applicable requirements.

Maintain your entitlement to use the Mark

Compliance Marks are valid for three years, subject to the continued validity of the organisation's adherence.

If an organisation's adherence expires, is withdrawn, or its right to use the Compliance Mark is otherwise suspended, the organisation must immediately stop using the Mark across its communications and materials.

The Code also provides for suspension of the Mark where a dispute concerning an Adherent's compliance arises, pending resolution of the relevant complaints procedure.

Public Registry

The CR.GDPR Public Registry is the authoritative source for confirming which organisations are Adherents and the status of their adherence.

Where the Compliance Mark is used to communicate adherence, organisations should ensure that the information presented alongside it remains consistent with their current status on the Registry.

CR.GDPR reserves the right to request the removal or correction of any use of the Compliance Mark that does not comply with these guidelines.