



# COMMERCE NEWS

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**U.S. Secretary of Commerce announces Swiss-U.S. Privacy Shield Framework is Open for Business**

*Online Self-Certification Process Launches Today*

WASHINGTON – Today, U.S. Secretary of Commerce Wilbur Ross announced that the newly launched Swiss-U.S. Privacy Shield Framework is now accepting self-certifications. The Framework provides companies a mechanism to comply with Swiss data protection requirements when transferring personal data from Switzerland to the United States in support of transatlantic commerce.

“The Swiss-U.S. Privacy Shield Framework supports U.S. economic growth by ensuring that Swiss and American businesses can transfer data and deliver innovative online products and services under enhanced data protection,” said Secretary Ross. “It is a prime example of the Department’s efforts to ensure a strong foundation for the digital economy by facilitating data flows and upholding high privacy standards. We look forward to working with our Swiss counterparts as we implement the Framework together.”

This mechanism replaces the U.S.-Swiss Safe Harbor Framework, which was used by approximately 4,000 U.S. companies.

The Framework aligns with the EU-U.S. Privacy Shield, making it easier for companies to streamline compliance efforts in both Switzerland and the European Union. The EU-U.S. Privacy Shield Framework, which launched on August 1, 2016, currently includes nearly 2,000 U.S.-based participants.

For more information, visit [www.privacyshield.gov](http://www.privacyshield.gov).

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