

PUBLIC ADVISORY

MANDATORY DISPLAY OF THE NPC SEAL OF REGISTRATION

The National Privacy Commission (NPC), in accordance with its mandate of ensuring compliance among its stakeholders, places paramount importance on safeguarding individuals' privacy and data protection rights. In line with this commitment, the NPC issues this Advisory to underscore the significance of prominently displaying the NPC Seal of Registration at your respective places of business and online platforms.

1. Physical Presence:

All Personal Information Controllers (PICs) and Personal Information Processors (PIPs) are required to prominently display the NPC Seal of Registration at the main entrance of your place of business, office, or at the most conspicuous place to ensure visibility to all data subjects. This emblem should be positioned in a manner that is easily noticeable to all data subjects visiting your premises. Additionally, the NPC Seal of Registration must also be posted within all your offices, including branches, sub-branches, and satellite offices where personal data processing occurs. This is especially vital for locations involved in daily interactions with data subjects.

2. Online Presence:

For those PICs and PIPs with an online presence, it is imperative that the NPC Seal of Registration be made visible to website visitors. You can achieve this by either embedding it as a link within your Privacy Notice or prominently displaying it on your webpage.

The NPC is committed to ensuring strict compliance with these requirements and will not hesitate to enforce penalties and fines on organizations found in violation. We emphasize the crucial importance of adhering to these guidelines for the protection of individuals' privacy rights. Failure to comply with this mandate will result in the following sanctions and penalties:

1. Revocation of the Certificate of Registration under Section 35(A) of NPC Circular No. 2022-04 (Registration of Personal Data Processing System, Notification Regarding Automated Decision-making or Profiling, Designation of Data Protection Officer, and the Nation Privacy Commission Seal of Registration) for non-compliance with NPC's directives;
2. Liability to pay Administrative Fines for non-compliance under Section 37 of NPC Circular No. 2022-04, as well as NPC Circular No. 2022-01 (Guidelines on Administrative Fines) for other infractions; and/or
3. Issuance of a Cease and Desist Order from processing personal data under Section 38 of NPC Circular No. 2022-04.

For more detailed information, please refer to NPC Circular No. 2022-04, accessible through the link in the caption. Should you have any inquiries or require further assistance, please do not hesitate to contact our Compliance and Monitoring Division (CMD) through **compliancesupport@privacy.gov.ph**.

The NPC appreciates your cooperation in upholding the highest standards of data privacy and protection.