The D-seal: Building a European position of strength on digital trust

A label by Denmark: The first label in the world to combine IT security and responsible use of data is designed to form a standard for Europe.
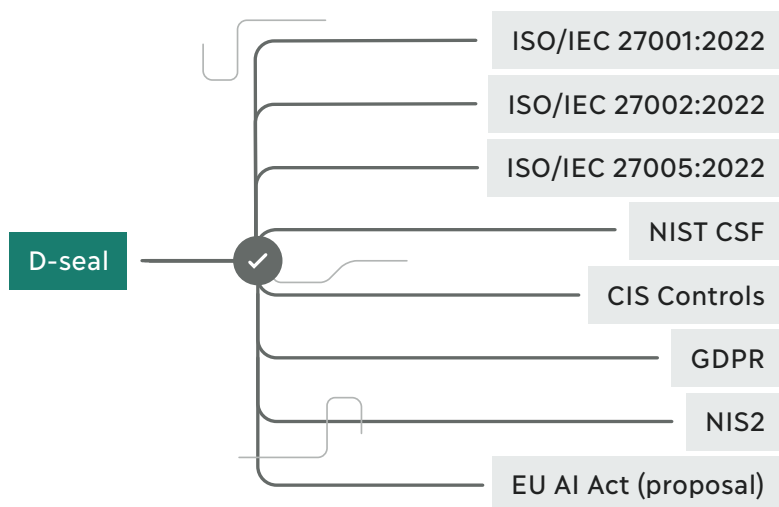
Denmark's labelling program for IT security and responsible use of data

Meet the D-seal

The D-seal is the first of its kind in the world to combine IT security and responsible use of data in the same label.

It is based on and mapped against established standards and regulatory frameworks.

The goal of the D-seal is to help build a Danish and European position of strength on digital trust.

D-seal

- ISO/IEC 27001:2022
- ISO/IEC 27002:2022
- ISO/IEC 27005:2022
- NIST CSF
- CIS Controls
- GDPR
- NIS2
- EU AI Act (proposal)

D-seal's 8 criteria

Organisations gain an overview of their current performance within data privacy, cybersecurity and data ethics including trustworthy AI by evaluating themselves on the D-seal's 8 criteria. The D-seal is awarded by annual audit.

The D-seal is applicable to organisations of all sizes and industries. The number of criteria varies depending on size of organisation and risk profile.

1 Leadership and commitment
at company management level

2 Awareness and secure behavior

3 Technical IT security

4 Requirements for suppliers' IT security
& responsible use of data

5 Transparency and control of data

6 Privacy & security by design & default

7 Trustworthy algorithms & AI

8 Data ethics
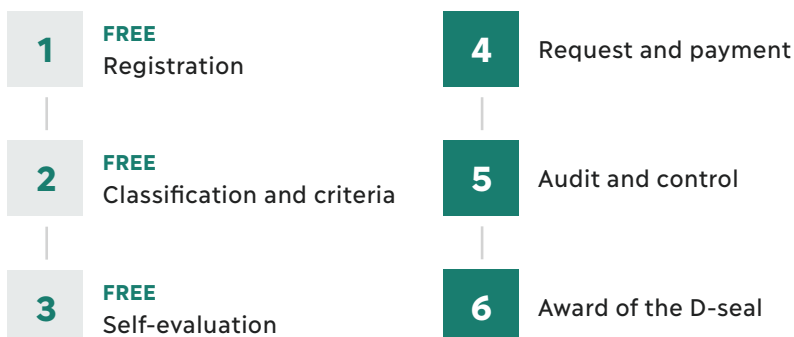
Building trust and competitive advantages

The D-seal is designed to offer value and competitive advantages to organisations as well as enhance digital trust and transparency for customers and consumers.
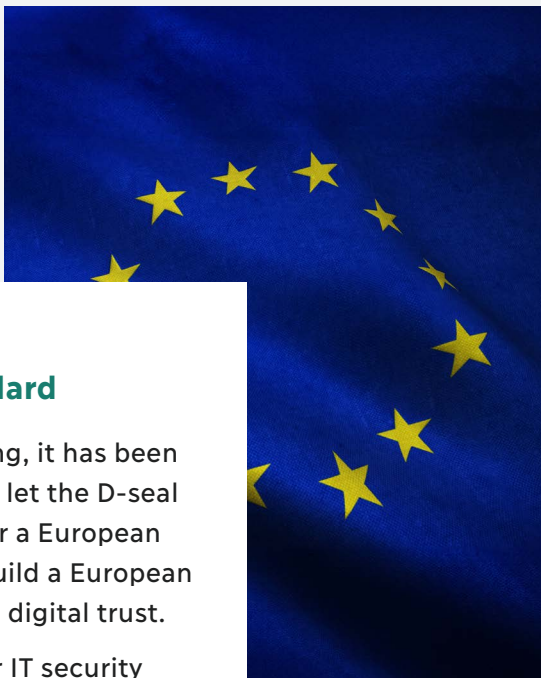
It starts with asking the right questions in the organisation. The D-seal is a framework and tool for organisations in asking and answering those questions. The process will unlock competitive advantages by building trust with stakeholders by proving that the organisation works actively with IT security and responsible use of data.

6 steps towards the D-seal

Organisations are guided through 6 steps. The process starts with placement in one of 4 groups depending on risk profile and use of IT and data. This placement assigns the organisation a set of criteria and requirements to work with to get the seal. This is followed by a self-evaluation, supported by the D-seal.

Most of the process is free and an annual audit fee is between EUR 375 and EUR 7,000 (depending on group).

1	**FREE** Registration	**4**	Request and payment
2	**FREE** Classification and criteria	**5**	Audit and control
3	**FREE** Self-evaluation	**6**	Award of the D-seal

Potential as international standard

From the very beginning, it has been Denmark's ambition to let the D-seal form the foundation for a European standard, helping to build a European position of strength on digital trust.

One European label for IT security and responsible use of data, building stakeholder trust and supporting organisations working across borders.

Standard on NIS2

The D-seal has – probably as the first label program in the world – mapped its criteria against the organizational requirements and minimum measures in the NIS2 Directive, and there is strong alignment between the two.

The D-seal's criteria will be continuously developed to follow the NIS2 implementation, with the goal of securing that organisations with the D-seal are NIS2 compliant, if they need to be.

A public-private partnership

The D-seal is for all of Denmark – for consumers, citizens and for the public and private sector.

It is developed in cooperation between the government, business organisations and consumer organisations, supporting alignment of thinking and ways of working.

Government	Business organisations	Consumer organisations
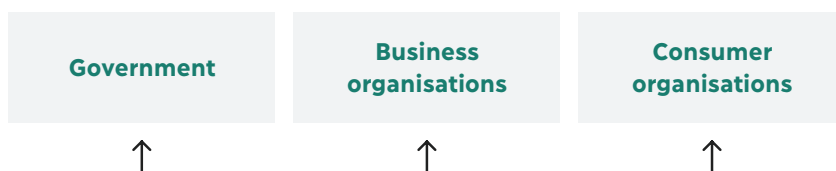
The Ministry of Industry, Business and Financial Affairs announced the objective behind the seal initiative in the fall of 2019, after recommendations from two expert groups: One group appointed by the Danish government recommended developing a label for data ethics. At the same time, the Danish Business Council for IT Security recommended developing an IT security label for companies.

Encompassing both recommendations, the D-seal labelling program was launched in 2021, backed by a broad partnership:

The Danish Industry Foundation together with **Danish Industry**, **The Danish Chamber of Commerce**, **SMEdenmark**, and **The Danish Consumer Council**.

The D-seal plays an important part of the Danish public-private partnership 'The Cyber Pact' which commits to strengthening IT security in SME's and contribute to the national cyber defense. The Pact is part of the Danish government's National Strategy for Cyber and Information Security and works with 3 focus areas. Scaling the D-seal is one of them.

Code of conduct on trustworthy AI

It is crucial that companies, consumers, and citizens can trust the development and use of artificial intelligence. The D-seal can contribute to creating an ecosystem of excellence and trust and has the potential to be a "code of conduct" in the upcoming EU AI Act.

The D-seal has specific criteria regarding "Privacy & Security by Design" and trustworthy AI by design built in.

When AI-based services are evaluated and tested at the EU reference testing and experimentation facility for human-centered and trustworthy artificial intelligence in Denmark (the CitCom.ai TEF), the D-seal's criteria will be involved (pending final approval).

The D-seal was first mentioned on EU level in the [2020 European Commission's White Paper on Artificial Intelligence](#), as an initiative towards enabling a trustworthy and secure development of AI in Europe.

The D-seal is represented in the Global Partnership on Artificial Intelligence (GPAI) Working group on Data Governance and in the Nordic Ethical AI Expert Group under the Nordic Council of Ministers. It is also listed in OECD.AI's [Catalogue of Tools for Trustworthy AI](#).

digital trust

Meet the D-seal:

Offering value and competitive advantages to organisations while enhancing digital trust and transparency for customers and consumers.

Designed by Denmark to form the foundation for a European standard.

Learn more on our channels

www.d-mærket.dk

www.d-seal.eu

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