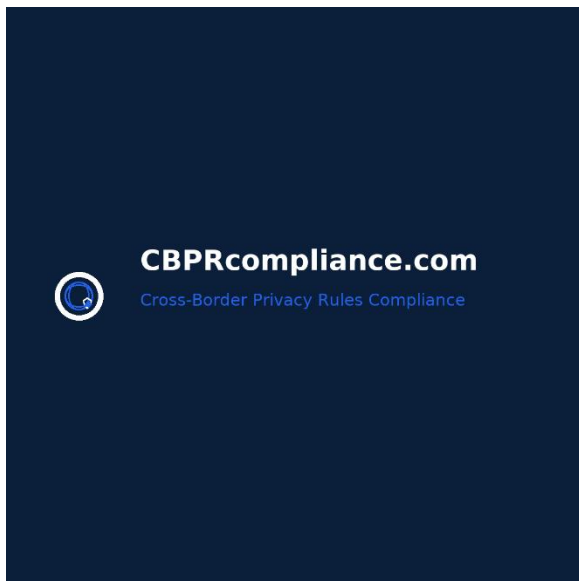


Acquisition Brief — cbprcompliance.com



Domain name / Asset offered: cbprcompliance.com (sole asset transferred; no other extension included)

Purpose: acquisition of a strategic positioning asset to clarify and steer compliance with the two “CBPR” frameworks shaping cross-border flows:

- Global CBPR (Privacy / data flows)
- SWIFT CBPR+ (Payments / ISO 20022)

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This document — for whom, for what

Decision brief for CEO / COO / CFO / CTO / CPO / DPO / Heads of Payments / Treasury / Compliance & Legal (banks, PSPs, fintechs, groups exposed to cross-border data and payment flows, e-commerce, SaaS, industry, healthcare).

It does not describe a business plan or a service offering; it documents the strategic value of a descriptive, defensible domain name to host a “CBPR compliance” programme that covers both:

- Global CBPR / PRP compliance (privacy & data flows),
- SWIFT CBPR+ / ISO 20022 migration and run (payments & reporting).

This document:

- does not describe any existing service,
 - does not constitute legal, tax or financial advice,
 - does not create any affiliation with any public authority, the Global CBPR Forum, APEC, SWIFT or any payment network,
 - solely concerns the transfer of the domain name listed above.
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1) One-page decision

What it is

An exact-match .com “CBPR COMPLIANCE” that becomes:

- the neutral, C-suite readable banner for your Global CBPR / PRP programme (privacy, cross-border data transfers),
- the natural entry point for your SWIFT CBPR+ / ISO 20022 workstreams on cross-border payments and reporting,
- a single narrative hub to align Legal, Privacy, Payments, IT, Risk and Treasury around one shared vocabulary.

What the name enables

- Positioning cbprcompliance.com as a dual-CBPR governance hub:
 - o on the Privacy side: data flow mapping, records, contracts, Global CBPR/PRP certification if relevant,
 - o on the Payments side: CBPR+ / ISO 20022 roadmap, milestones, migration playbooks, internal guidelines for cross-border messages.
- Giving top management a simple phrase — “our CBPR compliance programme” — to drive two complex transformations without multiplying brands.
- Providing clients, regulators, partners and investors with a clear and durable reference point.

Why it is defensible

- Exact term, already central in both conversations (Global CBPR / SWIFT CBPR+).
 - Semantic lock-in: whoever operates cbprcompliance.com naturally becomes a reference for the “CBPR compliance” wording.
 - Descriptive, neutral, memorable name; no implied technical promise, only a positioning territory.
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2) Context & milestones

Two frameworks, one acronym

- **Global CBPR / Global PRP (Privacy)**

Certification framework for cross-border data flows, originating from APEC and extended via the Global CBPR Forum. 2025–2028 window: expansion of certification schemes, interoperability with other regimes, growing demand for evidence of control over transfers.

- **SWIFT CBPR+ / ISO 20022 (Payments)**

Set of usage guidelines for ISO 20022 payment and reporting messages on the SWIFT network, with migration milestones already in motion and full compliance expected by end-2025 for major actors.

Implications for exposed groups

- **Privacy side:** increasing pressure on data governance, documentation of transfers, contracts with US/APAC and other third-country counterparts.
- **Payments side:** deep transformation of messages, systems and controls to remain fully interoperable and compliant on cross-border payments.

Need for a common language

- Without a clear banner, both programmes progress in silos (privacy vs payments), with high coordination costs and inconsistent narratives towards the board and authorities.
 - An asset like cbprcompliance.com allows you to set one neutral banner to articulate both dimensions, while explicitly acknowledging that they are distinct frameworks.
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3) Example use cases (indicative orders of magnitude)

A. Bank / PSP / Financial group

- **cbprcompliance.com as the programme portal “CBPR Compliance — Privacy & Payments”:**

- o Privacy section: transfer policy, Global CBPR/PRP, documentation, regulator FAQ,
- o Payments section: CBPR+ / ISO 20022 migration plan, milestones, playbooks, KPIs.

- **Expected effects (order of magnitude):**

- o reduction of programme coordination time (–5 to –10% over 12–18 months),
- o indirect savings on re-work / audits / crisis communication,
- o structured project pipeline +€1–3M (depending on size / scope / partners).

B. Cross-border SaaS / RegTech vendor

- **cbprcompliance.com as a product / platform banner:**
 - o modules for managing data transfers (Global CBPR),
 - o modules for mapping and validating CBPR+ / ISO 20022 messages,
 - o content hub to educate the market on CBPR vs CBPR+.
- **Expected effects (order of magnitude):**
 - o instant credibility with CPOs / CFOs / Heads of Payments,
 - o shorter sales cycles,
 - o cumulative pipeline +€1–3M (mid-market / enterprise ACV).

C. Alliance / Institution / Neutral hub

- **cbprcompliance.com as an anchor for an observatory or sector-wide resource centre:**
 - o shared reference documents and re-usable contract templates,
 - o CBPR / CBPR+ best practices by sector,
 - o network effects: conferences, working groups, sector labels.
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4) Strategic advantage of the asset

- **Authority through the CBPR wording, across both axes (privacy + payments).**
 - **C-level clarity: a name that “tells the story” instantly, without technical jargon.**
 - **Defensive: simple, readable, memorable exact-match .com; once occupied, it is hard for another actor to recreate a similarly central narrative territory.**
 - **Maximum leverage: content, templates, kits, relationships and initiatives are concentrated under one name, even if multiple brands and products coexist.**
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5) Market size & pressure

2025–2030:

- **On the privacy side: rising CAPEX/OPEX to map, contract, audit and monitor international transfers (US/APAC, multi-jurisdiction).**
- **On the payments side: multi-year budgets for ISO 20022 / CBPR+ transformation, core system changes, screening tools, treasury and reporting upgrades.**

The market needs a simple narrative standard and a visible hub to explain the whole picture; CBPRCOMPLIANCE.COM can play that role, without encroaching on the prerogatives of authorities or networks.

6) CFO anchors (mandatory)

6.1 Alternative cost “awareness & adoption”

Without an exact-match, each entity must invent its own wording, run internal and external campaigns and maintain several project brands. Rough order of magnitude:

- €0.4–1.5M over 12–18 months (communication, change, management time) for a mid/large group.

6.2 Cost of delay

One lost cycle on CBPR / CBPR+ programmes can mean:

- re-work on contracts,
- postponed deals,
- friction in privacy audits,
- operational issues on specific payment flows.

Order of magnitude: €0.8–2.0M / 12–18 months (mid/large), combining direct and opportunity costs.

6.3 Re-usable synergies

Under one banner, every euro invested (content, kits, connectors, events, relationship-building) benefits both privacy and payments workstreams → trust delay ↓, cycle times ↓, unit costs ↓.

7) Investment logic (no public price)

Budget reading: instead of spreading €0.4–1.5M across campaigns, awareness and change management on multiple brands and slogans, a single, defensible asset:

- accelerates the go-to-market of your CBPR / CBPR+ programmes,
 - reduces “compliance CAC” (time and effort to convince internal / external decision-makers),
 - anchors your efforts in a name likely to outlive technology waves and buzz cycles.
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8) Related asset / bundle option (≤2)

- piplcompliance.com — PIPL / China banner to extend a global “cross-border privacy & transfers” programme, covering the US/APAC + China axis on top of the CBPR brick. (option, not included)

(No other name mentioned. Zero promise outside the perimeter.)

9) Acquisition process (Legal/Finance)

Scope of transfer: cbprcompliance.com only.

- **Transaction can be conducted under escrow,**
- **fast technical transfer via the domain's registrar,**
- **invoice issued via a French / European structure,**
- **options: cash / instalments (for example 40-30-30) / limited bundle if negotiated.**

Legal notice: descriptive name, no affiliation with the Global CBPR Forum, APEC, SWIFT, any payment network or any public authority.

10) Contacts

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