

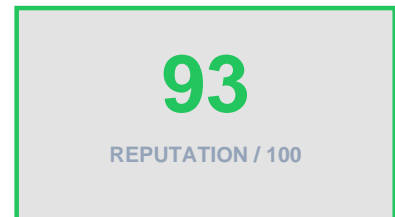
AI Reputation Analysis and Signal Evaluation - European Data Protection Board (EDPB)

BRAND AI REPUTATION

Government, Municipal & Public Sector Reputation: European Data Protection Board (EDPB) (edpb.europa.eu)

<https://edpb.europa.eu>

Industry: Government, Municipal & Public Sector



REPUTATION LEVEL

GOVERNMENT, MUNICIPAL & PUBLIC SECTOR

68.9 Avg Reputation

Based on 303 businesses audited.

HIGHER REPUTATION THAN AVERAGE

European Data Protection Board (EDPB) has 24.1 points more reputation than the average for Government, Municipal & Public Sector.

EXPERT VERDICT

A rare example of a zero-bullshit digital presence. The EDPB site functions as a literal evidence locker for regulatory action, where every heading is a noun-heavy technical reference and every sub-page delivers more substance than the homepage.

[See how to improve >](#)

INFO DENSITY

Power-words vs. Substance ratio.

28

93% Reputation

Information density is exceptionally high, with headings functioning as direct pointers to technical outputs rather than marketing hooks. For example, headings like Opinion 13/2026 on the draft decision of the Office of the Data Protection Ombudsman (FI SA) provide immediate context, specific entities, and legal citations (Article 43(3) GDPR). The body text is devoid of generic adjectives, focusing instead on dates, member state involvement, and specific corporate groups like Santander and Jacobs Douwe Egberts. Fluff saturation is near zero, as even navigation labels point to concrete registers and plenary meetings.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

20

100% Reputation

There is zero detectable semantic drift between the homepage and sub-pages. The homepage promises 'Binding decisions,' 'Opinions,' and 'Guidance,' and the sub-pages deliver these exact document types with granular detail. For instance, the 'Our Work & Tools' section contains actual downloadable opinions and coordinated supervisory actions, such as the one regarding minors and Europol, fulfilling the high-level signals of the landing page.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

20

100% Reputation

DIAGNOSIS: TRUST THEATRE

The site does not utilize trust theatre; it operates on verified authority. `review_count` is 0 across all pages because the board does not seek customer validation, and `trust_theatre_flag` is false as there are no badges or 'accredited by' fluff. Instead, proof is provided through direct links to the primary websites of all 30+ European data protection authorities, complete with physical addresses, phone numbers, and official emails.

EVIDENCE: PROOF DENSITY

Proof density is maximum. Every mention of a 'Binding Corporate Rule' is linked to a specific multinational (e.g., IBM Group, Arcadis Group) and a specific supervisory authority (Dutch SA). Across the 6 pages, there are dozens of specific, dated, and named proof points compared to almost zero vague assertions.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

13

87% Reputation

While the site uses terms like 'transparency and accountability' from the industry pattern dictionary, they are used as technical descriptions of legal obligations rather than vague value propositions. The site's positioning is inherently unique as the sole European body for this purpose, making the content impossible to copy-paste onto a competitor. Minimal template penalties apply for standard footer and navigation structures that lack unique body text in those specific utility blocks.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

DIAGNOSIS: AUTHORITY GAPS

The authority is robustly established through the 'Members' page, which lists specific names and titles for every national commissioner (e.g., Dr. Matthias Schmidl, Mr Wojciech Wiewiórowski). A minor point deduction occurs due to the lack of structured data (null `schema_json`) and `sameAs` links for these individuals in the provided crawl, which would be the digital gold standard for authority. However, the technical implementation of the news and publications cycle is flawlessly current, dated within weeks of the May 21, 2026 system date.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes no bold 'performance claims' in a marketing sense; all claims are regulatory milestones. When it mentions 'bringing clarity' or 'finalisation of guidelines,' it accompanies these statements with a link to the 120th Plenary meeting or a specific Art. 64 Opinion. The alignment between the stated mission and demonstrated output is total.

[See how to improve >](#)

INDUSTRY MATCH & SCORE SUMMARY

Government, Municipal & Public Sector Reputation: European Data Protection Board (EDPB) (edpb.europa.eu)

Reputation: 93 / 100

INDUSTRY CLASSIFICATION

The content perfectly aligns with the Government and Public Sector classification, specifically as a high-level regulatory coordination body. The presence of legislative references, member state directories, and formal opinions confirms its role as a central authority for GDPR enforcement.

"The low score of 93 is driven by the extreme density of specific evidence and the total absence of marketing fluff. Minor points were only lost in Identity and Authority due to missing schema.json in the crawl data and the use of basic template labels for utility navigation."

ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://edpb.europa.eu> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 21, 2026

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