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## PRESS RELEASE

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### **Privacy consultancy 2B Advice named a “Cool Vendor” by Gartner**

2B Advice, an international consulting firm based in Bonn (Germany) and specializing in data privacy, has been included in the list of “Cool Vendors in Privacy Management, 2014” published by IT advisory firm Gartner Inc.<sup>1</sup> “Cool Vendors” are defined by Gartner as companies that offer innovative and impactful products and services in key technology areas.

“We are delighted to be included in the Gartner list. We believe it is a validation of our efforts to ensure that our consulting services and software cover all areas of data privacy for companies of all sizes and in all industries,” says Hans Joachim Bickenbach, director of sales at 2B Advice.

Privacy software 2B Advice PrIME combines the experience gained by 2B Advice in numerous external privacy contracts. 2B Advice PrIME was developed for the purpose of organizing privacy in multinational firms. The software is able to clearly model complex organizational structures, provides support with regard to documenting the collection, storage and processing of personal data, and helps with defining the necessary technical and organizational privacy measures. 2B Advice PrIME also allows tasks to be delegated to employees without in-depth knowledge of data privacy. Pre-configured wizards provide departmental privacy coordinators with a step-by-step guide to documenting the necessary data privacy information.

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<sup>1</sup> Gartner “Cool Vendors in Privacy Management, 2014” by Carsten Casper, Rob McMillan, Angela McIntyre, Gregg Kreizman, May 2, 2014.

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2B Advice PrIME offers numerous form and report templates for smooth organization and communication in all relevant areas of privacy. The audit feature for evaluating the data privacy processes together with the web-based training module for inexpensively increasing employee awareness meet every requirement of modern corporate data privacy.

There are more than 1000 licenses for 2B Advice PrIME on the German market so far, with customers including small and medium-sized companies as well as many DAX corporations and a number of other large multinational companies, and the market launch in the USA is imminent. Single-user licenses for 2B Advice PrIME are provided free of charge. 2B Advice PrIME is the new name for the established privacy software 2B Secure.

In January 2014, 2B Advice set up a subsidiary company to take over the management of EuroPriSe ("European Privacy Seal"), an internationally renowned quality seal for privacy, from public authorities in Germany. This step will increase the visibility of EuroPriSe in the long-term, and further reinforce the reputation of 2B Advice as an all-round supplier of privacy solutions.

#### About 2B Advice

2B Advice – the privacy benchmark – is an international corporate consulting firm with locations in Berlin, Bonn, Brezno (2B Advice s.r.o., Slovakia), Munich, and New York (2B Advice LLC). 2B Advice offers solutions on all issues having to do with data privacy: consulting, implementation, software, testing, and certification. 2B Advice bridges the gap between technology and law, combining legal expertise and outstanding technical and organizational skill. The company's stated goal is to become the leading international consulting firm specializing in data privacy.

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## About Gartner's Cool Vendor

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