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2B ADVICE GMBH | JOSEPH-SCHUMPETER-ALLEE 25 | 53227 BONN

PRESS RELEASE

Bonn, April 21st, 2016

A new benchmark in data privacy – 2B Advice PrIME Version 5.5 makes comparing data privacy programs possible for the first time

2B Advice PrIME 5.5 gives 1,500 license owners a complete list of all possible data privacy management measures, which they can then prioritize and implement for their own company.

2B Advice PrIME 5.5 makes it possible to:

- gain insight into what other companies are doing to improve data privacy with the help of a library of individual measures,
- discover and close existing gaps in your own data privacy system,
- document the status of and changes to your data privacy management system for the data privacy team and management as well as demonstrate the effects of changing circumstances and successes,
- and provide qualitative evidence that each individual measure has been implemented in the organization.

Further improvements include Windows 10 compatibility, optimized usability, and adjustments according to the Safe Harbor decision as well as the coming Privacy Shield. In addition, 2B Advice has developed a new reporting engine that can create Word, Excel, or PDF documents and makes it possible to configure your own report templates, control content and layout of reports, and adjust graphical presentation elements to your own requirements. 2B Advice PrIME is thus more flexible in its application than ever.

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The improvements in 2B Advice PrIME 5.5 are inspired by our daily consulting experience as well as the wishes and needs of our many clients. "It is our goal to comprehensively support and continuously improve the multifaceted tasks involved in corporate data privacy management," says Hans Joachim Bickenbach, Managing Director of Sales at 2B Advice.

2B Advice PrIME (Privacy Inventory, Management & Education) catalogs all data privacy processes in companies of all sizes and sectors, from creating the registry of procedures to monitoring data processing and from auditing procedures to training employees. Every year, more than 50,000 data privacy trainings and online assessments are completed online with the help of 2B Advice PrIME.

Further information:

<https://www.2b-advice.com/PriME%20USA/PrIME-Home>

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About 2B Advice:

2B Advice – the privacy benchmark is an international consulting firm with locations in Berlin, Bonn, and Munich (2B Advice GmbH), Brezno (2B Advice s.r.o., Slovakia), San Diego, and New York (2B Advice LLC). 2B Advice offers solutions to all questions related to privacy management: consulting, implementation, software, training, auditing, and certification. 2B Advice operates at the interface between technology and law. The company combines legal and technical expertise. It is the stated goal of 2B Advice to become the leading international consulting company for privacy management.

Since 2014, EuroPriSe GmbH, which awards the only data privacy seal of approval recognized across Europe, has been an independent company within the 2B Advice group.

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