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PRESS RELEASE

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

2B Advice, an international data privacy consulting firm based in New York, Germany and Slovakia, has been included in the list of “Cool Vendors in Privacy Management, 2014” published by IT advisory firm Gartner Inc.¹ “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 Marcus Belke, president at 2B Advice LLC (New York) and managing director of the 2B Advice group. He adds: “It’s cool to be a cool vendor!”

Privacy software 2B Advice PrIME combines the experience gained by 2B Advice in numerous mandates as external data privacy officers. 2B Advice PrIME was developed for the purpose of organizing privacy in multinational firms. The software is a cloud-based technology making data accessible via any web-enabled device; a hosted solution is optional. 2B Advice PrIME is able to clearly model complex organizational structures, provides support with regard to documenting data flows, tracking policies, performing privacy impact assessments, running audits, and defining the necessary technical and organizational measures. The software provides data privacy officers with any

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

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assistance to manage the requirements of ISO 27001, HIPPA, CalOPPA, and FTC Consent Decrees. 2B Advice PrIME 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.

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 (thousands of audit questions are pre-installed) 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 of 2B Advice PrIME installed so far, from small and medium-sized companies to numerous Top 500 corporations and other international groups. The market launch in the USA is imminent.

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 data privacy solutions.

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About 2B Advice

2B Advice - the privacy benchmark is an international corporate consulting firm with locations in New York (2B Advice LLC), Berlin, Bonn, Munich (2B Advice GmbH, Germany) and Brezno (2B Advice s.r.o., Slovakia). 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.

www.2b-advice.com

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