



Audited Compliance To Standards™

news release

contact: Glenn Schutz
BPA Worldwide
203.447.2873
gschutz@bpaww.com

FOR IMMEDIATE RELEASE

Bizo completes BPA’s iCompli system certification

Test includes privacy and data protection for the first time

Shelton, CT October 11, 2011 – Utilizing its iCompli testing process, global assurance auditor [BPA Worldwide](#) announced the successful system certification of [Bizo’s Business Audience Marketing Platform](#) for recording and reporting the business demographic makeup of website traffic, and targeting business audiences online. This marks the second straight year that Bizo has passed BPA’s iCompli system certification process.

Bizo’s system was certified in accordance with BPA standards for comprehensive information system controls and risk management. While this was Bizo’s second successful certification, it marked the first time BPA’s process included tests for compliance to a publicly stated privacy policy.

BPA’s privacy and data protection processes verified:

- Personal data collected by Bizo does not contain identifiable or sensitive information;
- Bizo’s privacy policy is available on its website and details the collection and handling of personal information, and the rights and options of users;
- Compliance with the [Network Advertising Initiative \(NAI\)](#) and Digital Advertising Alliance (DAA) standards.

“As the primary source of third-party validated online business audience data, our customers and partners put a significant level of trust in us which we take very seriously,” said Russell Glass, CEO of Bizo. “BPA’s certification of our data, platform, and processes reinforces our long-held commitment to user privacy, online transparency and self-regulation.”

According to Peter Black, BPA’s Senior Vice President, Business Development, the ability to verify privacy and data protection systems provides organizations with a valuable service in today’s marketplace. “With news of database privacy making headlines every day, BPA can now provide independent assurance that an organization’s privacy and data protection processes are sound. That is a great asset to bring to market.”

One of the industry’s largest providers of online business audience data, Bizo provides rich, anonymous – and independently verified – “Bizographic” information (e.g. industry, job function, seniority, company size) on more than 100 million unique business professionals, targetable across thousands of sites across the web. With the BPA certification, the advertisers, marketers, agencies, and publishers who work with Bizo to reach their target audiences online can feel confident that the information they base important buying decisions on is accurate and anonymously collected in accordance with the highest industry standards.

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