



news release

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FOR IMMEDIATE RELEASE

Web Analytics Demystified and BPA Worldwide announce first-ever Digital Consumer Data Privacy Audit

BPA providing digital systems audit against Web Analytics Demystified GUARDS methodology to bring clarity to the consumer data privacy debate.

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Portland, OR/Shelton, CT October 18, 2011 – Web Analytics Demystified, the most trusted name in digital measurement consulting, and BPA Worldwide, the most recognized name in digital auditing, are proud to announce a joint effort to help business owners and consumers alike understand how consumer digital data is being used on the Internet and mobile Internet.

Built around Demystified’s objective and comprehensive GUARDS methodology, BPA auditors are able to evaluate complete digital environments looking for personally identifiable information to ensure use of it is consistent with stated privacy policies and the current and foreseeable legislative landscape.

“Web sites and site operators are increasingly under attack because of their use of consumer data collected online,” said John Lovett, Web Analytics Demystified Senior Partner and Vice President of the Web Analytics Association. “GUARDS is designed to give senior leaders, boards and shareholders clarity regarding the collection and use of consumer data across the organization. The GUARDS audit balances consumer data collection against the presence of appropriate governance and privacy controls, yielding both a comprehensive and actionable systems audit.”

BPA has a long history of providing digital systems audits and has worked with widely recognized brands including Adtech, Angie’s List, Burst Media and Morningstar. “Without regard for the current legislative agenda, our experience tells us that companies are far better off knowing what they are collecting and why, than not,” says Glenn Hansen, President and CEO of BPA Worldwide.

“Demystified’s GUARDS methodology allows our auditors to accurately identify potential risk so that executives can take appropriate action *before* lawyers or politicians call.”

GUARDS is currently being tested with Web Analytics Demystified and BPA Worldwide clients and is expected to be available for widespread release by January 1, 2012. For more information or to participate in testing please contact John Lovett at Web Analytics Demystified (john.lovett@webanalyticsdemystified.com or 603-262-5636).

About Web Analytics Demystified Web Analytics Demystified, founded in 2007 by internationally known author and former JupiterResearch analyst Eric T. Peterson, provides objective strategic web analytics consulting to companies striving to realize the full potential of their investment in web analytics. By bridging the gap between measurement technology and business strategy, Web Analytics Demystified has provided guidance to hundreds of companies around the world, including many of the best known retailers, financial services institutions, and media properties on the Internet.

For more information about Web Analytics Demystified, please visit www.webanalyticsdemystified.com or call (503) 282-2601

About BPA Worldwide A not-for-profit organization since 1931 and headquartered in Shelton, CT, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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