

## **eCircle leading the way for the email marketing industry by achieving the DMA DataSeal standard**

**London, April 2011.** eCircle has been awarded the Direct Marketing Association (DMA) DataSeal standard as a result of rigorous assessments examining whether the company has implemented appropriate information security measures. The DataSeal was launched in January by DMA in conjunction with BSi and is the only recognised standard for information security management systems other than ISO:27001.

The qualification looks at a number of areas within data security including risk assessment, management responsibility, traceability and responsibility of data, virus/spy prevention, internet/network security, system/server security and data storage & elimination. Security is a very important topic, especially for email marketing providers. Being awarded the DataSeal accreditation guarantees that eCircle client's will benefit from the highest standard of safe and secure products when dealing with data.

**Volker Wiewer, CEO, eCircle comments:** "Data is an essential part of the modern marketers toolkit but can also be challenging to manage and protect. I'm pleased the DataSeal assessment shows eCircle has in place the best possible systems to protect our client's and their customer's data. We continually reassess how this is managed to ensure that highest standard is maintained so our customers can feel confident about working with us."

**Mike Lordan, Chief of Operations, DMA adds:** "All businesses that work with data, whether it relates to businesses or individuals, need to ensure that they manage it in the right way and keep it safe. The DMA developed the DataSeal standard to offer businesses a cost-effective and simple route to implement appropriate security measures and gain certification. eCircle has always been very proactive and open when discussing data security issues, so it's not surprising that they have been quick in picking up this new initiative and achieving this qualification before many of their competitors."

**Ends**

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### About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email marketing for customer acquisition and retention. Leading organisations including Asda, HBOS and Halfords trust eCircle's consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has more than 300 employees, with headquarters in Munich and additional offices in London, Paris, Milan, Utrecht and Madrid.

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