

TERADATA DIGITAL MESSAGING CENTER ISO 27001 CERTIFICATION

These days, marketers are required to work with a tremendous amount of increasingly sensitive customer data, therefore they want to be sure that their suppliers use the highest security standards to protect their valuable information. Teradata understands the need to retain consumer trust in your brand by protecting your most valuable asset.

We are pleased that Teradata Digital Messaging Center has been awarded the prestigious ISO 27001 Certification, an international award for exceptional information security. Only a very small number of Email Service Providers (ESPs) across the globe have succeeded in achieving this so we are very proud to be able to provide you with this extra peace of mind.

WHAT DOES THE ISO 27001 CERTIFICATE MEAN?

The certificate shows that the Information Security Management System (ISMS) for Teradata Digital Messaging Center meets highest standards. All certified company processes focus on the security, confidentiality and integrity of our customers' data. The independent audit confirms Teradata's strong position in the challenging field of information security.

In general, information security certifications such as the ISO 27001 Security Management Standard and the Direct Marketing Association's DataSeal standard allow service providers to demonstrate that they have implemented appropriate information security measures.

A VERY TIGHT AUDIT

An ISO 27001 certificate will be awarded after a thorough investigation by the auditor. Here are the steps that have to be followed:

- **Process Documentation:** Teradata has documented its information security processes for Teradata Digital Messaging Center according to the requirements of the auditor. As part of this process we have provided more than 50 detailed documents to the auditor for review and analysis.

KEY BENEFITS

- You now have independent proof by the most rigid external information security audit that your information and data are securely handled and stored within the Teradata Digital Messaging Center application
- Security processes will be re-evaluated once a year, so you can be sure that Teradata Digital Messaging Center will continue to be a safe harbor for your information and data

- **On-site Visit:** After analyzing the process documents, the auditors spent several days on site in our office to clarify their questions. They conducted several interviews with our staff to see whether the claims made in the documents are practiced as part of the daily work routine. For example, they checked whether information security trainings are held on a regular base for all employees, and whether special trainings were given to those working on specific tasks (e.g. to programmers on how to code safely).
- **The Certificate:** Following the inspection of the process documents and the on-site visit, the auditors decide whether an ISO 27001 certificate can be awarded for the Information Security Management System (ISMS) in question. For Teradata Digital Messaging Center, the auditors have come to the conclusion that it meets the highest information security standards: All certified company processes focus on the availability, confidentiality and integrity of our customers' data.
- **Ongoing Evaluation:** There will be regular "observation audits" (once a year) and "re-certification audits" (every three years) to ensure that the certified processes are still in line with the strong requirements of the certificate. While these audits are not as detailed as the initial audit, the process is similar, ensuring that the certificate is still valid.

INTERESTED?

Contact us today for more information about security features or about installing IP Restriction.



10000 Innovation Drive Dayton, OH 45342

teradata.com



THE BEST DECISION POSSIBLE™

The Best Decision Possible is a trademark, and Aprimo, Teradata and the Teradata logo are registered trademarks of Teradata Corporation and/or its affiliates in the U.S. and worldwide. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information. Lunexa is a trademark or registered trademark of Lunexa, LLC. MicroStrategy is either a trademark or registered trademark of MicroStrategy Incorporated in the United States and certain other countries. Webtrends is a registered trademark of Webtrends Inc. in the United States and other countries. KXEN is a trademark or registered trademark of KXEN.