

Beabloo earns ISO/IEC 27001:2013 certification

- The Catalan company receives this internationally recognized quality certification for its compliance with the standard's rigorous requirements for its Information Security Management system

Barcelona, Tuesday, February 9, 2016. [Beabloo](#), technology company specialized in the combination of omnichannel digital marketing and big data for retail and customer service environments, has received ISO/IEC 27001:2013 certification, which confirms the organization's commitment to information security.

The technologies with which Beabloo work and on which its digital marketing solutions are based involve substantial data management operations. This new certification confirms that Beabloo's information security management system (ISMS), involving the information system that supports the company's digital signage, video analytics and Wi-Fi analytics services, complies with the requirements of the ISO/IEC 27001:2013 standard.

"We are proud to achieve ISO/IEC 27001:2013 quality certification", says Jaume Portell, CEO and co-founder of the company. "At Beabloo, we are committed to protecting the data we manage. Receiving this certification demonstrates what we strongly believe and defend: information security is one of our top priorities."

The ISO/IEC 27001:2013 standard sets out strict requirements and best practices for establishing, implementing, maintaining and continually improving an information security management system (ISMS) within the context of the organization. It also includes requirements for the assessment and treatment of information security risks tailored to the needs of the organization.

As Álex de Dios, Beabloo's COO and legal adviser, says: "Achieving an international quality standard such as ISO/IEC 27001:2013 certifies to the compliance of Beabloo technologies with existing data protection legislation."

The certification that Beabloo has achieved is valid for 3 years and is set for renewal in 2019.

About Beabloo

Beabloo was founded in Barcelona in 2008 with the goal of providing "one-click" marketing solutions for retailers, particularly urban businesses with little or no experience in using digital media. Today, with more than 300 clients in Spain alone, Beabloo is present in more than 20 countries. The company offers digital marketing solutions to companies and organizations in a variety of market segments, such as fashion, health and beauty, hotels, events and entertainment, malls and other points of sale, tourism, public administrations, educational and corporate environments. More information at <http://www.beabloo.com/>

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