



**For Immediate RELEASE:**

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## **SignUp4 Attains US Dept. of Commerce Certification for European Data Privacy Standards**

**Atlanta, GA, August 25, 2003.** SignUp4, the leading provider of event registration, survey, and data management solutions to the Fortune 2000, today announced that it has successfully completed the US Department of Commerce Safe Harbor data privacy certification. This certification allows SignUp4 to lawfully collect and use registration data for the 370 million residents of the European Union.

In 1998, the European Union began enforcing strict privacy regulations pertaining to the personal information of its citizens. The EU's Data Protection Directive prohibits the transfer of personal information to countries that lack "adequate" privacy protection. In July of 2000, the US Department of Commerce entered into a safe harbor agreement with the EU in order to bridge the legal and judicial gaps between US and EU privacy standards. As of October 31, 2000, US companies that wish to provide Internet services to EU citizens must first meet strict European privacy standards.

SignUp4 is the first provider of its kind to meet the stringent standards of the Safe Harbor certification. "This certification is an important augmentation of the Privacy and Data Security policies that have been a hallmark of the company since its founding in 1999," said Michael Wright, Vice President of Sales & Marketing at SignUp4. "SignUp4 strongly encourages the use and enforcement of privacy policies. We retain information exclusively for our clients and strictly for the purpose it was originally collected."

You can find additional information about the Safe Harbor program at the US Department of Commerce website: <http://export.gov/safeharbor>. SignUp4's security policies can be found online at <http://www.signup4.com/PrivacyStatement.html>.

### **About SignUp4**

With corporate offices in Atlanta, GA, SignUp4 solutions streamline the event management and data collection process for Corporate, Government and Association event planners and managers. Clients enjoy an enhanced event planning and management experience through flexible, quality solutions. You can visit SignUp4's website at [www.signup4.com](http://www.signup4.com) or call at 404.237.8945.