

## **1010data Receives Safe Harbor Certification For Its Cloud-Based Big Data Analytics Platform**

*Certification Provides Assurance to European Clients That 1010data Meets All Privacy Compliance Standards*

NEW YORK (September 16, 2011) – 1010data, Inc., the leading cloud-based big data analytics platform, today announced the company received the U.S. – European Union (EU) certification from the U.S. Department of Commerce. 1010data’s stringent privacy and security policies successfully met the requirements as outlined in the Safe Harbor agreement.

The U.S. Department of Commerce and the European Commission developed the Safe Harbor framework in order to allow safe transfer of data from EU countries to the United States. The EU Safe Harbor agreements bridge the gap between the different approaches to privacy adopted by the EU and the U.S.

This achievement in governance and security strengthens the value for customers using 1010data’s state-of-the-art data center – the hub for their cloud service. Offering customers 99.9999 percent data availability and fault-tolerant clustering, 1010data is committed to delivering the most secure and reliable access to their platform and analytical capabilities around the world.

“These Safe Harbor certifications provide 1010data a tremendous opportunity for market expansion in Europe with the assurance of delivering the highest standards of data protection for our customers,” said Greg Munves, executive vice president of 1010data. “Our cloud-based big data analytics platform will equip those organizations in Europe with the necessary tools and productivity to access, analyze and gain more insight on their data than they’ve ever done before.”

About 1010data

1010data is the first interactive cloud-based platform for Big Data analytics, helping customers in financial services, retail, consumer packaged goods, telecommunications and other industries manage, manipulate and monetize trillions of business data records every day. With 1010data's on-line service, customers quickly gain incomparable insights from any amount of raw data without the need for hardware or software investments, as well as complex, time consuming data design, integration, or transformation steps commonly associated with other big data and analytical products. Please visit [www.1010data.com](http://www.1010data.com) for more information.

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