

Data Security, Privacy & Compliance



Your Data Security is Our Top Priority

We understand that having peace of mind about your data and network security is important – that's why we take a proactive approach to ensuring that all the data on our systems is secure and private.

We're in Full Compliance

When it comes to your privacy, we have put all the right protocols and practices in place to identify and adhere to all of the regulations and standards that apply to our business.

To ensure compliance, every year we pass rigorous audits of our network systems, data storage and encryption practices, access controls, security, threat and vulnerability management, monitoring and testing procedures, and information security policies.



We provide our customers enhanced peace of mind for many different privacy and security protection laws and frameworks including PCI DSS.



Certain holds the highest level of PCI Compliance, a security standard recognized globally that tests, verifies and validates key areas of potential vulnerability.

Our Compliance Framework

PCI DSS (Payment Card Industry Data Security Standard)

The PCI DSS is a set of security standards formed in 2004 that applies to any company that processes credit card transactions. Its primary aim is to secure these transactions against data theft and fraud. However, it requires a highly secure compute and service environment that protects all forms of data.

Certain has been PCI DSS compliant since 2008 and every year after, and it serves as a valuable asset that informs customers that Certain is safe to transact with.

Safe Harbor Compliance & Data Privacy

Certain, Inc. complies with the U.S. – E.U. and U.S. – Swiss Safe Harbor Framework as set forth by the U.S. Department of Commerce regarding the collection, use and retention of personal data from European Union member countries and Switzerland.

Certain, Inc. has certified that it adheres to the Safe Harbor Privacy Principles of notice, choice, onward transfer, security, data integrity, access, and enforcement.

To learn more about the Safe Harbor program, and to view Certain, Inc.'s certification, please visit <http://www.export.gov/safeharbor>.

TrustArc's Privacy Seal

Awarded with TrustArc's Privacy Seal, we take pride in our privacy policy and practices. Reviewed by TrustArc for compliance meeting their program requirements including transparency, accountability and choice regarding the collection and use of personal information.

Data Privacy Validation

TrustArc's mission, as an independent third party, is to accelerate online trust among consumers and organizations globally. Customers can find our privacy policy at www.certain.com/privacy-policy.

Certain employs TrustArc to provide ongoing validation on the robustness of Certain's data privacy practices. Our practices are continuously audited to ensure alignment and compliance with current and coming data privacy requirements.

ISO 27001:2013

ISO/IEC 27001, also known as ISO 27001, is an international security standard that outlines the requirements for building a highly secure information security system (ISMS). An ISMS is a set of policies for protecting and managing an enterprise's sensitive information, like customer data. It is the most widely accepted certification available regarding physical and information security to ensure business security and continuity.

Certain has been compliant for many years and continues to evolve its security systems and practices.

Data Privacy (GDPR, CCPA and Global Privacy Compliance)

GDPR was enacted in 2018 requiring businesses to protect the personal data and privacy of EU citizens and residents when transactions occur within EU member states.

Certain was an early adopter and fully compliant by late 2017. We've since extended our privacy governance to comply with the more recent privacy regulations established across the US, like California, Virginia, Nevada, and many more. As Certain's customers continue to expand their events and marketing automation programs within the US, EU, and beyond, Certain's focus on data privacy and privacy regulations keeps our customers protected.

Hosting and Service Delivery

Certain sets itself apart from the competition by partnering with industry-leading infrastructure provided by Amazon Web Services (AWS), Microsoft Azure, and Akamai's Content Delivery Network (CDN).

Combined, we leverage these services to provide our solutions to our customers in a manner that is highly resilient, performant and secure, and globally scalable to customers all around the globe. These partnerships are an integral part of Certain's enterprise grade solutions.

508 Compliance

508 is an amendment that the United States Congress made to the Rehabilitation Act in 1998, requiring federal agencies to ensure that people with disabilities can access the same electronic information as others. The Section 508 requirements align with the Web Content Accessibility Guidelines (WCAG 2.0), which are the accessibility standards that all organizations (including non-federal) should be following.

Certain is proud to provide Section 508 compliant solutions to its customers. Certain meets the requirements for Section 508 Compliance.

More information can be found at:

<http://www.section508.gov/index.cfm?fuseAction=stdsSum>

