



## DADA adheres to the CISPE Data Protection Code of Conduct

**Florence, February 14, 2017** - **DADA SpA**, listed in the STAR segment of the Milan Stock Exchange, at the head of a Group that is a European leader in digitization and online presence and business services tailored to SMEs, announced today to join the group of European leader in Cloud Infrastructure services that declare adherence of its services to Code of conduct **CISPE (Cloud Infrastructure services Providers in Europe)** for data protection, which becomes operational in less than six months since its launch at the European Parliament (27 September 2016).

According to most polls, 90% of European citizens pretend the same regulations in matters of data protection across the EU and the Code of Conduct provides concrete answers in this regard. The main purpose of the Code of Conduct on the CISPE data protection is precisely to contribute to the proper implementation of the **new European rules on the General Data Protection Regulation** ('GDPR'), aimed at strengthening the fundamental rights of citizens in the digital age.

*"Our commitment to the customer's delight inspires us to offer innovative solutions that anticipate the needs of the market also in terms of security and transparency of our services. Our goal is to continue to grow with them as an international leader providing professional services for increasing trust and efficiency on the Internet"* , said **Claudio Corbetta, CEO of DADA Group**.

The official mark that will be visible on provider websites, will immediately make it easier to companies and individuals to assess the level of security in the processing of personal data of a Cloud infrastructure services, and ensure that the Provider will undertake to store and process data within Europe and not to access or use customer data for their own purposes, including, in particular, for data mining, profiling and direct marketing.



*"Today marks a major step forward for Data Protection in Europe. Any customer will know that if their Cloud Infrastructure Provider is complying with the CISPE Code of Conduct, their data will be protected to clear standards. CISPE Code of Conduct provides Europeans with the confidence that their information will not be used for anything other than what they stipulate. The CISPE compliance mark clearly addresses this, providing consistency across Europe, what European customers call for."* says **Alban Schmutz, Chairman of CISPE**.



More details on the purpose and methods of adherence are available on the press release issued by the CISPE and visible on the website: [www.cispe.cloud](http://www.cispe.cloud)

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**DADA S.p.A.** – listed in the STAR segment of the Milan Stock Exchange – is an international leader in online presence and visibility services (domains, hosting, servers, online brand protection) for European SMEs. With over 590 thousand business clients, 1.86 million domains under management, 1.8 million email accounts and 650 thousand active hosting plans, DADA is one of the leading names in the European **Domain & Hosting** segment and is a key player in its markets of operation: in Italy through its established brand Register.it, as well as in the UK, Ireland, Spain, France, Portugal and Holland under the Namesco, Simply Hosting & Servers, Register365, Nominalia and Amen brands, respectively.

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