

Sidetrade secures ISO 27001 certification

PARIS, France – 21 May 2019 | Sidetrade (Euronext Growth: ALBFR.PA), the Artificial Intelligence platform dedicated to B2B customer engagement, today announces that it is now ISO 27001 certified for all of its information systems and processes. The certification recognizes that Sidetrade provides its customers with the highest level of data protection, and continuously adapts to changing cyber risks.

Sidetrade is one of the foremost European software vendors of B2B AI solutions. Sidetrade algorithms are powered by millions of data points: over €700bn B2B transactions, 230m payment experiences, 16m corporate websites analyzed, and 50bn weak B2B signals from social networks. It was therefore appropriate for Sidetrade to leap ahead in security management by obtaining ISO 27001 certification, the gold standard in information security.

“ISO 27001 certification confirms our commitment to data security. It reflects our integrity, the quality of our technology, and the reliability and traceability of our processes. Very few companies in our field have such a wide scope of ISO 27001 certification: all of our departments, systems and processes directly related to customers. Sidetrade’s quest for excellence is one reason why customers trust us to handle their sensitive data and comply with all security requirements”, said Laurent Pontier, Technical Director, Sidetrade.

With artificial intelligence requiring algorithmic processing of massive quantities of data, and 40% of UK firms reporting at least one cyber-attack in 2018, information system security and data protection have become truly strategic issues. The highest level of expertise is required to earn customer trust.

Because Sidetrade has always worked in SaaS mode, they have constantly taken a proactive approach to securing its applications and protecting its customers’ data. ISO 27001 certification was a natural step for Sidetrade, formalizing and reinforcing its commitment to security.

Compliance now covers all departments, information systems and processes directly related to customers. Such a wide-reaching approach to security is relatively rare in this field, where most companies focus their security efforts on just the SaaS hosting system. Sidetrade goes much further by ensuring that all of its data storage and processing systems and procedures are ISO 27001 compliant.

This company-wide project, which mobilized all staff and management for over 18 months, now gives Sidetrade unparalleled cyber security capacity, in line with the toughest international standards, to meet its customers’ most demanding security requirements.

“We established a very wide scope of certification, encompassing every department in the organization dealing with customers. This provides operational risk control, including extremely strong protection of customers’ data. Our digital security processes are applied to every department having access to customer data, whether Product and R&D in-build or run phases of our SaaS solution or Professional Services involved during the solution implementation. Our certification even covers our internal processes (HR, finance, suppliers, IT), and the physical security of our installations” explained Laurent Pontier, Technical Director, Sidetrade.

Sidetrade worked hard to make its Information Security Management (ISMS) ISO 27001 compliant. Not only were heavy investments made to secure technical systems and processes, but all of the company’s working practices were audited with respect to security and confidentiality by KPMG.

The wide scope of ISO 27001 certification gives Sidetrade a decisive edge in a world where secure data management has become crucial. Most corporate executives list cyber risk among their top priorities in 2019.

Investor relations

Christelle Dhrif  +33 6 10 46 72 00  cdhrif@sidetrade.com

Media relations

Alexandre André  +33 7 62 71 63 89  aandre@sidetrade.com

About Sidetrade (www.sidetrade.com)

Sidetrade (Euronext Growth: ALBFR.PA) facilitates growth by laying the cornerstones of the customer journey: prospecting, development, loyalty and satisfaction. Integrated with your CRM and your ERP, Sidetrade's revolutionary AI system called **Aimie**, reveals unseen factors that can generate leads, drive sales, improve cashflow and shorten payment time. Over 1,500 businesses in 80 countries use Sidetrade technology to give their Marketing, Sales and Finance teams a competitive edge.

For further information, visit us at www.sidetrade.com and follow us on Twitter [@sidetrade](https://twitter.com/sidetrade).

In case of a discrepancy between the French and English versions of this press release, only the French version should be deemed valid.