

DoubleVerify Receives ISO 27701:2019 Certification, Reinforcing Commitment to Privacy and Security

New certification highlights DoubleVerify's privacy program maturity, solidifying its position as a trusted leader in the digital media industry

NEW YORK--(BUSINESS WIRE)-- [DoubleVerify](#) ("DV") (NYSE: DV), the leading software platform for digital media measurement, data and analytics, today announced that it has achieved ISO 27701 certification, the first international privacy standard to provide a certification path for organizations to demonstrate their privacy systems and controls. This certification extends DV's existing ISO 27001 certification awarded in October 2022. This achievement underscores DV's commitment to being a trusted partner in the digital media industry.

ISO 27701 builds on the foundation of ISO 27001 by assessing an organization's Privacy Information Management System (PIMS). This certification further validates the quality and maturity of DV's privacy compliance program, detailing the requirements and guidance for establishing, implementing, maintaining, and continually improving a PIMS.

"Achieving the ISO 27701 certification is a significant milestone that highlights DoubleVerify's steadfast commitment to privacy, security, and compliance," said Beatrice Botti, Chief Privacy Officer at DoubleVerify. "This certification is a testament to the robust systems we have in place to ensure compliance with global privacy regulations. It provides our customers, external stakeholders, and internal teams with the assurance that we are operating at the highest standards of privacy protection. By extending our existing ISO 27001 certification, we are reinforcing our role as a leader in safeguarding personal data within the digital media industry."

This dual certification reinforces DV's reputation for robust privacy and security practices, providing best-in-class services to its clients, which include top-tier platforms, publishers and advertisers worldwide.

Key benefits of DV's ISO 27001 + ISO 27701 certification include:

- **Enhanced Information Security:** Defines responsibilities and business processes for comprehensive information security.
- **Privacy Compliance:** Supports compliance with GDPR, CCPA, and other major privacy regulations.
- **Risk Reduction:** Reduces privacy risks to individuals and the organization by strengthening the existing Information Security Management System.
- **Market Differentiation:** Demonstrates DV's leadership in privacy and security, making it a more attractive vendor in the market.

DV's ISO 27701 certification further solidifies its position as a leader in the digital media industry, offering clients the confidence that their data is managed with the highest level of security and privacy standards.

For additional information about DV's privacy and security programs, and other certifications, please visit DV's [Trust Center](#).

About DoubleVerify

DoubleVerify ("DV") (NYSE: DV) is the industry's leading media effectiveness platform that leverages AI to drive superior outcomes for global brands. By creating more effective, transparent ad transactions, DV strengthens the digital advertising ecosystem, ensuring a fair value exchange between buyers and sellers of digital media.

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Chris Harihar, chris@crenshawcomm.com

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