Snaptrends

TRUSTe and EU Safe Harbor Certifications

Snaptrends is the only social media intelligence platform that features TRUSTe Certification as well as Safe Harbor and Export Credentials

Snaptrends is more than just the worldwide leader of location-based social insights. We are also the only social media intelligence platform that works strenuously to ensure that online privacy standards are not only met, but are exceeded. Social media has become the new town square as individuals from around the world freely offer their opinions on a multitude of subjects as well as a great deal of personal information. This new digital age is one where information is paramount, and information is of vital use to businesses, governments, and other entities. Snaptrends is a sophisticated program that combs through the vast chatter of social media to track trends, opinions, and changing viewpoints along with the actual geographic locations that such information is coming from in order to provide the best possible analysis to our clients.

However, the rise of people freely expressing themselves online has led to a great deal of concern over privacy. Snaptrends is aware of this concern expressed by the public and the laws nations have passed to protect the privacy of its citizens. As such, Snaptrends is the only social media intelligence platform that features several important certifications and credentials to show our compliance with online privacy standards. The first of these is that Snaptrends has TRUSTe certification in the areas of EU Safe Harbor Framework, privacy certification, and TRUSTed cloud. This means that Snaptrends follows the strict online privacy principles of TRUSTe through the use of our apps, processing services through Cloud or SaaS platforms, and for the transfer of data from EU citizens to the US.

The EU Safe Harbor certification that Snaptrends possesses demonstrates that our program fully complies with the European Commission's Directive on Data Protection, which is to

ensure European Union "adequacy" standards for privacy protection. The US and EU have somewhat different approaches to privacy, so the Safe Harbor framework was created to bridge that gap so that US companies could safely comply with EU standards. To do this, the US Department of Commerce consulted with the Federal Data Protection and Information Commissioner of Switzerland. As the EU has cracked down on invasive practices by internet companies recently, knowing that Snaptrends is the only social media intelligence platform that features EU Safe Harbor certification allows our customers to glean useful data with peace of mind, knowing that all relevant laws are being followed.

Snaptrends has self-certified with the US Department of Commerce and is the only location-based social media intelligence platform that has Export Credentials. As such, our program cannot be sold or distributed to countries, persons, or entities that have export restrictions placed upon them for anti-terrorism or national security reasons. Snaptrends has our own ECCN commodity classification number that establishes the level of export control. The ECCN number for Snaptrends is 5D992-B.