



Press Release

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EuroPriSe: ProCampaign receives the European Privacy Seal once again

Bremen based Consultix GmbH provides its customers with the customer engagement hub ProCampaign, a web-based solution for marketing activities, customer loyalty management and campaign planning. Users of the solution who adhere to Consultix' privacy advice can be sure that processing of consumer data by means of ProCampaign is in line with EU data protection law.

The focus of ProCampaign v7.0 is on "permission marketing": The solution supports its users in obtaining and managing the consent of consumers prior to the processing of their personal data. It allows the recording of declarations of consent (opt-in) or objection (opt-out) in the system and their consideration for future marketing campaigns while distinguishing between different communication channels (e.g. SMS or e-mail).

A previous version of ProCampaign was awarded the EuroPriSe seal in 2012. Since then, various new functionalities were added to the service (e.g. surveys, best send time optimization, couponing and ratings & reviews). For that reason, the current recertification required a completely new technical and legal evaluation in some respects. The (re)evaluation was performed by EuroPriSe Legal Expert Dr. Irene Karper and EuroPriSe Technical Expert Ralf von Rahden and showed that ProCampaign continues to meet all applicable EuroPriSe requirements.

"ProCampaign proves again that a privacy-compliant use of CRM systems is possible" says Sebastian Meissner, Head of the EuroPriSe Certification Authority. "Consultix GmbH raises customers' awareness for privacy and data protection and points them to the relevant legal requirements of EU data protection law in an exemplary manner."

"We are delighted that we managed to meet the high standards of the European Privacy Seal once more," comments Andres Dickehut, CEO of Consultix GmbH, regarding the renewed certification. "Today, companies should have the following motto: An investment in privacy and data protection is an investment in your own competitiveness as well as in customer loyalty and reputation."

Further information about the certification of ProCampaign v7.0 is available at <https://www.european-privacy-seal.eu/eps-en/consultix-procampaign>

About EuroPriSe

EuroPriSe started as an EU-funded project aimed at establishing a trans-European privacy seal. Today, EuroPriSe offers certifications for IT products, IT-based services and websites

throughout the EU. A unique certification, the EuroPriSe seal assures users that their personal data are handled in accordance with European data protection laws. As the only EU-wide, independent privacy seal, EuroPriSe enables enterprises to demonstrate their compliance with European laws and regulations. EuroPriSe certifications have been awarded to businesses of all sizes, including small and medium-sized companies as well as multinational organizations such as Microsoft, SAP and Siemens.

About Consultix GmbH

Consultix GmbH has its headquarters in Bremen and operates at international level as a provider of marketing and IT services. The German, owner-managed company was founded in 1994 and delivers web-based services and software for customer relationship management (CRM), customer loyalty systems, digital marketing and e-business. Flagship is ProCampaign, the Secure Customer Engagement Hub. Global brands trust Consultix and its solutions, advice and extensive customer support. Alongside its digital business solutions, Consultix provides dedicated hosting as well as cloud services in its own high-security data centers in Germany. Consultix is technology leader in the field of personal data and has received several awards – also as the first CRM provider – for its pioneering role in the area of data protection and data security, including “EuroPriSe”, the European Privacy Seal, and the regional privacy seal for Schleswig-Holstein that is awarded by the Independent Centre for Privacy Protection (ULD).

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