

Account Based Intelligence Platform, LeadGnome, Achieves EU-U.S. Privacy Shield Certification

Adoption of the Privacy Shield Framework demonstrates LeadGnome's commitment to data privacy and business transparency.

BOSTON, MA, USA, January 30, 2017 /EINPresswire.com/ -- [LeadGnome](#), a web-based platform that automatically extracts [Account Based Intelligence](#) from campaign reply emails, announced the company achieved EU-U.S. Privacy Shield certification with the U.S. Department of Commerce. In order to achieve the certification, LeadGnome verified that their data privacy management practices met the requirements of the new Privacy Shield EU data transfer framework.

"LeadGnome is committed to data privacy and business transparency. We had already employed many of the required best practices, so the certification process was completed significantly ahead of schedule," said Matt Benati, Founder and CEO of LeadGnome.

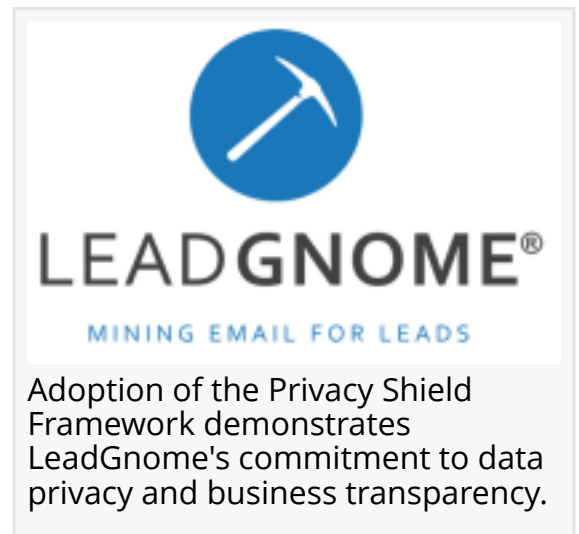
The EU-U.S. Privacy Shield framework was designed by the U.S. Department of Commerce and European Commission to provide a legal transfer mechanism for the transfer of personal data from the European Union to the United States. Administered by the International Trade Administration (ITA) within the U.S. Department of Commerce, the framework ensures certified U.S. based organizations are meeting the highest levels of data privacy protection.

LeadGnome's sophisticated platform uses web-based technology to mine email replies for [fresh data](#) and Account Based Intelligence. The platform is included in many martech stacks because it integrates with popular marketing automation and CRM platforms like Salesforce, HubSpot, Marketo and Oracle Cloud. Sales and marketing teams using LeadGnome can automatically:

- Grow sales pipeline
- Increase sales velocity
- Improve connect rate
- Add new contacts
- Update existing contacts
- Expand reach within best-fit accounts
- Identify actionable sales trigger events

"LeadGnome is unique in its ability to mine the unstructured body of reply emails for account based intelligence. It was, therefore, important to acquire EU-U.S. Privacy Shield certification to assure our customers of our commitment to the privacy of their data," said Benati

Additional information about the Privacy Shield can be found here: <http://www.privacyshield.gov>.



About LeadGnome:

LeadGnome, the category-defining Account Based Intelligence web service company, mines emails to generate new contacts, append and cleanse existing leads, and provide actionable intelligence that fuels sales acceleration. Named an Essential Data Intelligence Marketing Tool by Integrate and Heinz Marketing, and a Top Sales and a Top Marketing Tool by Smart Selling Tools, LeadGnome empowers sales and marketing teams to expand pipeline within new and existing accounts by uncovering trigger events, increasing connect rates, and identifying decision makers and influencers. LeadGnome is Privacy Shield certified by the U.S. Department of Commerce and the Better Business Bureau. Learn more at www.leadgnome.com.

Matt Benati
LeadGnome, Inc.
978-393-1025
[email us here](#)

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2019 IPD Group, Inc. All Right Reserved.