

Email Hippo achieves ISO 27001 certification for information security management systems

Companies sending email addresses off-site for validation need to have total trust in their SaaS provider. Email Hippo is big on clean data and big on security.

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[Email Hippo](#) achieves ISO 27001, raising the standard in email validation

Email Hippo Limited, which provides a cloud-based email validation service worldwide, has achieved certification of the internationally recognised ISO 27001 standard for its information security management processes.



Rowland O'Connor, CEO of Email Hippo

The independent assessment was conducted by the British Assessment Bureau and demonstrates Email Hippo's commitment to keeping its data, staff and premises secure.

Rowland O'Connor, CEO of Email Hippo, said: "Achieving certification of ISO 27001 is a big deal for us. There are currently few companies that have this certification and I struggle to think of any other email verification organisation, worldwide, that holds this internationally recognised standard. I'm delighted that we have ISO 27001 as it demonstrates to our customers, and potential customers, our commitment to attaining the very highest standards of information security."

Email Hippo processes personal data from all over the world, validating email addresses to help businesses reduce fraud, maintain their databases and carry out effective communications.

ISO 27001 is the internationally recognised Information Security Management Standard (ISMS) that proves an organisation's commitment to the security of their customers' and employees' information. With ISO 27001 in place, Email Hippo is able to minimise risks to potential [data security](#) breaches and reduce errors and costs, while demonstrating credibility and trust.

In a world where data breaches, identity theft and online fraud make the headlines every day, it's vital for Email Hippo to show that it takes information security extremely seriously.

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NOTES TO EDITORS

About Email Hippo Limited www.emailhippo.com

Email Hippo makes data better. It is a Software as a Service (SaaS) company based in the UK, providing rapid email validation services to organisations worldwide, via the cloud. The majority of customers are in the USA, Europe and India.

The company is owned by Rowland O'Connor, an advanced programmer, who pioneered the ability to validate bulk email addresses in 2009.

Email Hippo is based in the south west of England and owns data centers worldwide to ensure high levels of speed and uptime, and has been built to scale during peaks in demand.

What is email validation and why does it matter?

Email validation is a process that checks whether an email address is real, without actually sending an email to an inbox. Marketers use email validation to check email address lists to ensure they are only sending emails to in-boxes that will receive them. By validating email addresses before sending emails, companies improve email delivery rates, reduce spam and market more effectively.

The demand for email validation has increased as email marketing has grown in popularity and anti-spam laws have developed. The result is that sending relatively low volumes of emails to bad email addresses will get a company blacklisted by Internet Service Providers. Once blacklisted a company will be unable to send or receive any emails – in some cases this can close the organisation down.

Email Service Providers, who send out bulk emails, will refuse 'dirty' lists to protect themselves against being blacklisted. Therefore, marketers using out-of-date email address lists will find they cannot engage an Email Service Provider for bulk email campaigns.

Key facts:

Email addresses become out-of-date at a rate of 30% to 40% per year. With this in mind, a list of 1,000 addresses would only be deliverable to 600 to 700 inboxes within a 12 month period.

Email Hippo can validate up to 500 emails per second

Email Hippo operates data centers in North America, UK, Asia and Europe

About ISO 27001

ISO 27001 is an internationally accepted standard that is one of over 2,000 standards developed by the independent, non-governmental International Organisation for Standardisation (ISO).

The standard specifies the requirements for establishing, implementing, maintaining and continually improving an Information Security Management System (ISMS) within the context of an organization.

To gain ISO 27001 certification, a company has to demonstrate to an independent assessor that it is living and breathing its ISMS. Once it achieves certification the company has an annual surveillance audit and a full re-certification audit every three years.

To date:

Just over 2,000 companies in the UK have been certified for ISO 27001; and

Approximately 10,000 companies in Europe have been certified for ISO 27001.

The benefits of certification to ISO 27001 include:

Proving to clients an organisation keeps their information secure;
Achieve operational excellence;
Minimise risk of potential data security breaches;
Protects reputation;
Reduces errors and costs;
Increases business profitability; and
Engage employees.

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