

Data Intelligence Firm Blueprint Merges with Ethos Privacy

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EINPresswire.com/ -- Blueprint, a data intelligence company headquartered in Bellevue, Wash., today announced its merger with Ethos Privacy, a data privacy solutions firm.

Blueprint

A data intelligence company connecting strategy to delivery.

Ethos Privacy is known for its customized privacy programs, which have attracted companies such as Microsoft, ING Bank, eBay, Costco, Adobe, and others. Its consultants are trusted advisors to Fortune 500 privacy and data governance offices around the globe and are hired as technical experts by ING Bank and the European Commission. The senior leadership of Ethos has routinely been trusted to assume

privacy leadership roles such as interim Chief Privacy Officer and Data Protection Officer to help clients bridge staffing shortages or gaps in expertise. The company offers program maturity assessments, metrics, and benchmarking as well as the creation of new privacy programs for mid-sized to complex global organizations.

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Aaron Weller

“When we launched Ethos Privacy in 2017, in the lead up to GDPR coming into effect, we saw huge potential growth of privacy solutions, which has since been realized,” said Ryan Neal, founder of Blueprint and co-founder of Ethos. “In

2022, a data privacy strategy should be table stakes as part of any organization’s data strategy. We can now deliver customers incredible solutions while also equipping them with the right data privacy culture to ensure they are protected and in compliance with privacy and data protection laws.”

On May 25, 2018, the European Union’s (EU) General Data Protection Regulation (GDPR) was enacted, and individuals across the European Economic Area became the recipients of a host of new digital rights. Companies bore new responsibilities for protecting, managing, and processing personal data. In enacting the GDPR, the EU became a leader in a new and dynamic field and has yet to relinquish its hold.

Change has not been limited to the EU. The past year has seen a significant uptick in enforcement around the world as regulators are flexing their capabilities, including remarkable fines and attention-grabbing headlines. In fact, from June 2021 to May 2022, privacy regulators issued nearly 400 fines, totaling \$1.4 billion.

“Gartner has stated that from 2020 to 2024, the percentage of the world's population that will have its personal data covered by modern privacy legislation will rise from 10 to 75 percent, representing an incredible shift in a brief period of time, which necessitates organizations having an effective data privacy strategy in place,” says Aaron Weller, President and co-founder of Ethos Privacy, who has taken on the role of Chief Commercial Officer at Blueprint. “We want our customers to leverage data privacy as a strategic differentiator, so their customers have their utmost trust — something that is incredibly hard to gain and all too easy to lose. No matter the industry, data privacy should become foundational in your culture.”

By merging Blueprint and Ethos Privacy, customers now have one partner that can deliver speed to value for their technology needs while being supported by a deep data privacy practice — all under the enterprise name of Blueprint. Blueprint is a data intelligence, data management, monitoring, and optimization partner to Fortune 500 companies. With its work in data management and Ethos’ work in data privacy, the enterprise is able to bring clients the complete 360 of their customer data needs. Learn more about the new data privacy practice at Blueprint by contacting info@bpcs.com.

ABOUT BLUEPRINT

Blueprint (<https://bpcs.com/>) is redefining the data solutions ecosystem. Headquartered in the greater Seattle area with employees across the US and Europe, Blueprint is a technology solutions firm that is committed to delivering an informed world. Focusing on customer experience and intelligent supply chain in retail, manufacturing, technology, and the federal government, the company enables digital transformation by offering technology solutions that build digital culture, make employees more productive, improve satisfaction and increase revenue. Blueprint believes that when the right information is delivered at the right moment to the right person, we can change a person’s life, help companies succeed, innovate an industry, and improve the services of a city — even the future of the world.

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Suzy Dolbow
Blueprint Technologies, LLC

+1 425-283-7585

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