

LONDON 10 July - FOR IMMEDIATE RELEASE

YouGov receives the International Organisation for Standardisation certification for information security (ISO 27001)

YouGov, the international research and data analytics group headquartered in London, has recently received ISO 27001 certification. ISO 27001 is the internationally recognised standard for information security management, designed to enable the continued confidentiality, integrity and availability of information.

Stephan Shakespeare, Chief Executive Officer of the YouGov Group said:

"We are delighted to have been certified for meeting the ISO 27001 requirements. The protection and security of the client and panel data we hold and process is fundamental to our business. The ISO 27001 standard is congruent with the way YouGov has established, implemented and continues to maintain its information security protocols. As a global data and analytics business, our clients, panelists and suppliers can equally find reassurance in our adherence to the protocols, as the ISO 27001 standard is known and respected worldwide."

YouGov is the most quoted research source in the UK and has one of the world's largest international research networks, with offices in 20+ countries and a proprietary global panel of over 7 million people.

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About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them.

We are driven by a set of shared values. We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 7 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations. Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov. The best data, the best tools.

For further information visit yougov.com