

Optimizely Achieves ISO 27001 Accreditation In Latest Commitment to Security Governance

San Francisco, CA - December 21, 2017 -- [Optimizely](#), the world's leader in customer experience optimization, today announced it has obtained ISO 27001 certification, the internationally-recognized standard for managing information security in an organization.

Optimizely received the highly acclaimed ISO 27001 certification for its information security management system (ISMS) supporting the Optimizely X Experimentation Platform, following a rigorous process consisting of multiple independent audits. The audits were conducted by Schellman & Company, LLC, an ANAB and UKAS accredited Certification Body based in the United States. Optimizely will continue to have additional audits annually to ensure it's meeting ISO 27001 compliance.

"Data security is imperative to Optimizely and its customers. We continually strive to be best in breed and are delighted to provide this consistent high level of expertise when it comes to protecting all data," said Kyle Randolph, Senior Director, Security, Privacy & Compliance at Optimizely. "With the recent security breaches, all industries must demand higher levels of security. In particular, regulated verticals like FinServ, Insurance and Healthcare require higher levels of security assurance."

Earlier this year, Optimizely became PCI compliant allowing customers to experiment anywhere in the purchase funnel on their PCI compliant website — from the initial landing page through to the credit card checkout flow. Adding to the security and privacy audits this year, Optimizely also completed a Type 1 SOC 2 examination for its Optimizely X Experimentation Platform to provide enterprise-level security. This latest achievement, with ISO 27001, demonstrates Optimizely's ongoing commitment and responsibility to new security measures.

The details of our ISMS certification are publicly available at <https://cert.schellmanco.com/?certhash=zBeqXAlkyDRW>

~ ENDS ~

Contact:

Nicole Thompson
press@optimizely.com

About Optimizely

Optimizely is the world's leading experimentation platform, enabling businesses to deliver continuous experimentation and personalization across websites, mobile apps and connected devices. Optimizely enables businesses to experiment deeply into their technology stack and broadly across the entire customer experience. The platform's ease of use and speed of deployment empower organizations to create and run bold experiments that help them make data-driven decisions and grow faster. To date, marketers, developers and product managers

have delivered over 700 billion experiences tailored to the needs of their customers. Optimizely's global client base includes Atlassian, eBay, Fox, IBM, The New York Times, LendingClub, Hotwire, Microsoft and many more leading businesses. To learn more, visit optimizely.com.

About ISO 27001

ISO 27001 (ISO/IEC 27001) is a global security standard that sets out requirements for an Information Security Management System. In order to achieve the certification, a company must show it has a systematic and ongoing approach to managing sensitive company and customer information.

About Schellman

Schellman & Company, LLC is a leading national provider of attestation and compliance services - and the only company in the world that is a CPA firm, an ISO Certification Body, a globally licensed PCI Qualified Security Assessor Company, a HITRUST assessor, and a FedRAMP 3PAO. Renowned for expertise tempered by practical experience, our professionals provide superior client service balanced by steadfast independence. Schellman's approach builds successful, long-term relationships and allows our clients to achieve multiple compliance objectives using a single third party assessor.