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**BURKE, INC. ANNOUNCES ISO 27001 CERTIFICATION  
FIRST FULL SERVICE MARKETING RESEARCH FIRM AWARDED THIS CERTIFICATION BY CIRQ**

**Cincinnati, OH (July 20, 2017):** Burke Inc. is pleased to announce it has attained the ISO 27001 certification for information security. ISO 27001 provides companies with a framework, requirements, and controls to protect valuable information assets.

Burke is the first full service marketing research supplier to receive this certification awarded by CIRQ, a subsidiary of the Insights Association in collaboration with the Professional Evaluation and Certification Board (PECB), a global provider of audit and certification services.

“We are pleased to be the first full service marketing research firm to earn ISO 27001 certification through CIRQ for the management of our information security processes. Along with our ISO 20252 certification to research quality standards, this new certification demonstrates the value we place on both quality and data security,” said Jeff Miller, Burke’s President & CEO. “Adherence and certification to such standards confirms to our clients and other constituencies that the work we produce is being executed with rigorous quality processes and security controls in place.”

ISO 27001 provides requirements for establishing, implementing, maintaining, and continually improving an information security management system. The system preserves the confidentiality, integrity, and availability of information by applying a risk management process. It gives confidence to interested parties that risks are adequately managed; that the system is integrated with the organization’s processes and overall management structure; and that information security is considered in the design of processes, systems, and controls.

To achieve ISO certification, Burke engaged in an in-depth risk assessment, a comprehensive review of all information security policies and procedures, and internal audits. Policies were revised and new procedures implemented where needed. Finally, the company’s information security management system was assessed by a third-party auditor who thoroughly reviewed Burke’s documentation, practices, and controls.

*Founded in 1931, Burke is an independent, full service market research and decision support company. Burke capitalizes on its state-of-the-art research execution, advanced analytical techniques and leading edge technology to provide decision support solutions to companies across all major industry sectors. A 100% employee-owned company, Burke is also the industry leader in market research and consumer insights education through The Burke Institute, which has trained more than 85,000 participants from 10,000 companies, through more than 4,000 public and in-house customized market research seminars in 40 different countries. Burke, Inc. acquired Seed Strategy in 2014, creating a world-class consultancy with the ability to provide stronger, more actionable perspective for clients through the pairing of Burke’s prowess in research-based decision support and Seed Strategy’s expertise in new product innovation and strategic brand development. Burke is headquartered in Cincinnati, Ohio, with regional offices throughout the United States.*

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