



## We're #Going4Gold

Being an industry champion is a sprint to the finish. As the #1 cloud communications platform in Europe and the second globally, we believe we should set an example.



### Leader

The gold medal in delivering the highest standards



The gold goes to those who go beyond compliance - like Sinch!

- ✓ We participate in (and drive) voluntary initiatives
- ✓ We cooperate with the industry
- ✓ We help our clients
- ✓ We help operators

### Laggard

Complying with legislation, not driving it



Following EU legislation, including GDPR, but not delivering the highest standards

- Compliance processes in place
- Audit personal data and how it is shared with others
- Don't do more

### Last

Failing to comply and not putting standards first



Bad actors, or businesses using them, bite the dust.

- Not compliant with GDPR
- Facilitating fraud
- Engaging in opaque or illegal activity
- Putting businesses at risk

We advocate for the gold standard in commercial operations and in enforcement of existing regulations. We want to help companies make better choices for better business. That's what makes Sinch an EU tech champion!