

IUBENDA releases first version and announces seed capital round

[Iubenda](#), an Internet startup founded in February 2011 by Andrea Giannangelo, enables anyone to generate a Privacy Policy for their website (compulsory by law), simply and quickly and with no need for prior legal knowledge. The core of Iubenda is a web application that generates the Privacy Policy of any website in compliance with the law.

[Iubenda](#) is announcing the closing of a financing round that will enable the company to start its commercial activity and complete the software.

Milan – June 10, 2011 - Iubenda (<http://www.iubenda.com>) is releasing the beta version of its application today. The company founded by 21-year-old Andrea Giannangelo is announcing the closing of a \$100,000 seed funding led by Digital Investments SCA SICAR (a fund specialising in ICT/Internet whose advisor is dPixel).

Boox (incubator of Andrea Di Camillo, founder of Vitaminic and Banzai), Marco Magnocavallo, founder of Bloglo, and Stefano Bernardi also participated in the round.

«We are proud of having earned the trust of such high-profile investors, whose personal histories are full of success», said Andrea Giannangelo, Founder and President of Iubenda srl. «Today's launch comes after ten years' intense personal commitment and almost two years' hard work on the project. Today is also the beginning of an adventure, which we need to follow with passion and discipline, working together to achieve our goals. The investment received will allow us to launch our product on the Italian market and to plan our international growth. My ambition is to take Iubenda to every single website on Earth.»

“Since the very beginning we've been impressed by Andrea Giannangelo's vision and performance capacity”, said Gianluca Dettori, President of dpixel. “Iubenda proposes a simple, yet professional solution to a widespread problem: managing the privacy policy of a website. However, we believe that Andrea Giannangelo's creative energy and entrepreneurial talent will be the true key to the company's success”.

Millions of end users since the very first day

Thanks to the support of a few extraordinary partners, Iubenda is able to reach, since its very launch, millions of end users exposed to its privacy policies.

Iubenda's privacy policies have been adopted by startup.wikli.it, <http://www.fanpage.it>, <http://www.ninjamarketing.it>, blog.tagliaerbe.com, leading Italian portals on the web.

What is iubenda

Iubenda is a web application which enables anyone who owns a website to generate their own Privacy Policy in three simple steps. «All over the world websites must set up rules for the management of privacy. Therefore – continues Andrea Giannangelo – Iubenda’s potential market includes each and every web page on Earth, with only few exceptions». «Thanks to Iubenda, anyone who owns a website will be able to comply with the law in a simple, autonomous way, and to avoid any sanctions.»

In order to achieve this goal, every single part of the legal document, such as a clause or a definition, is presented as a module. A user-friendly interface describing the clauses in a "human" language makes it possible to add each of the chosen modules by a simple click.

How does it work? The user is presented with a list of services he can add to its privacy policy. He can for example add “Google Analytics”, and the part of legal text concerning Google Analytics will be automatically added to the text of the Privacy Policy.

The privacy policy can then be added to the website by embedding a small icon containing the link to the Privacy Policy (for those who are familiar with Creative Commons, it works in much the same way). The Privacy Policy is hosted by Iubenda, always available, and can be updated at any time with a single click directly on Iubenda's website.

About Iubenda

Iubenda is an internet-based service whereby anyone can generate a Privacy Policy for their website.

After one year of market tests, Iubenda was established in February 2011, from an idea of its 21-year-old founder Andrea Giannangelo, one of Italy’s most promising young web talents. Andrea has been developing websites since the age of ten and has founded several successful projects, including webtelevideo.com, with a few million active visitors. 37-year-old Domenico Vele, former lead developer at MyPage, and Carlo Rossi Chauvenet, 29, a young lawyer and teacher at the Bocconi University in Milan with international experiences in New York and Singapore, are co-founders of the company.

Useful resources

- Iubenda Home Page: <http://www.iubenda.com>
- Announcement blog post: <http://www.iubenda.com/blog/2011/06/10/launch/>
- Press kit: <http://www.iubenda.com/var/iubenda-presskit-en.zip>
- Example of Privacy Policy generated by iubenda: <http://www.iubenda.com/privacy-policy/www-iubenda-com/en>
- Contacts: info@iubenda.com