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High-Tech Bridge joins Online Trust Alliance with the goal of improving online trust and worldwide security.

Geneva (ots) -

High-Tech Bridge SA (<https://www.htbridge.ch/>), a leading Swiss information security company, joins Online Trust Alliance (OTA) as a General Member. OTA's mission is to develop and advocate best practices, training and advance public policy to mitigate emerging privacy, identity and security threats. As a global organization representing the broad ecosystem, OTA fosters collaboration and self- regulation, with the goal to enhance online trust and confidence while promoting innovation and the vitality of the internet.

Situated in Geneva, High-Tech Bridge is working with luxury and watch-making companies in the domain of online trademark protection. Trademark protection service of High-Tech Bridge is not limited to strong security and authentication design for ecommerce and corporate portals, but also offers efficient technical measures to detect phishing and counterfeiting websites. Mr. Frederic Bourla, head of Ethical Hacking department at High-Tech Bridge, says "As soon as a malicious website is detected we advise our customers with legal and technical actions they should carry out to take down the offending website".

OTA looks forward to working with High-Tech Bridge, helping us realize the promise of end-to-end trust, said Craig Spiezle, President and Executive Director of the Online Trust Alliance. By collaborating, sharing data and best practices we can increase our resiliency to online threats and realize the promise of a trusted internet.

Mr. Ilia Kolochenko, High-Tech Bridge's CEO, speaks about the partnership: "High-Tech Bridge is proud to be the first Swiss company to join Online Trust Alliance. This partnership will enable us to more efficiently promote the common goals and values of High-Tech Bridge and OTA, such as online trust, strong authentication and security. We also look forward to collaborating with other OTA members to join our efforts to improve information security and trust worldwide".

High-Tech Bridge at Facebook: <http://www.facebook.com/htbridge>

High-Tech Bridge at LinkedIn: <http://www.linkedin.com/company/high-tech-bridge-sa>

High-Tech Bridge at Youtube: <http://www.youtube.com/htbridge>

High-Tech Bridge at Scribd: <http://www.scribd.com/htbridge>

High-Tech Bridge at DailyMotion: <http://www.dailymotion.com/htbridge#videoid=xlsd8j>

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