



## About the Cloud Industry Forum

The Cloud Industry Forum was established in 2009 to provide transparency through Certification to a Code of Practice for credible online Cloud Service Providers and to assist end users in determining core information necessary to enable them to adopt these services.

### Purpose

The Cloud Industry Forum ('CIF') is a not-for-profit company limited by guarantee, and is an industry body that champions and advocates the adoption and use of Cloud-based services by businesses and individuals.

We use our resources to support a credible and certifiable Code of Practice for Cloud Service Providers (the 'Code') that provides transparency of Cloud services such that consumers can have clarity and confidence in their choice of provider.

Our ambition is to bring business consumers and suppliers of Cloud Services closer together in a trusted and sustainable marketplace.

### Goals

- To develop and sustain a credible and certifiable Code of Practice for the Cloud Industry.
- To encourage the widespread adoption of the Code by industry players.
- To champion the widespread adoption and use of Cloud services based upon the trust and assurance that can be achieved through the Code.
- To leverage the Code through international affiliations and partnerships.
- To support other appropriate Cloud-based initiatives that complement the purpose of the Code (such as standards bodies seeking to provide common standards for security, privacy and interoperability).

### Contact

For all enquiries related to the Cloud Industry Forum please contact:  
**Info@cloudindustryforum.org**

The Cloud Industry Forum (CIF) was established in direct response to the evolving supply models for the delivery of software and IT services. Our aim is to provide much needed clarity for end users when assessing and selecting Cloud Service Providers based upon the clear, consistent and relevant provision of key information about the organization, its capabilities and its operational commitments.

We achieve this through a process of self-certification of vendors to a Cloud Service Provider Code of Practice requiring executive commitment and operational actions to ensure the provision of critical information through the contracting process. This Code of Practice, and the use of the related Certification Mark on participants' websites, is intended to promote trust to businesses and individuals wishing to leverage the commercial, financial and agile operations capabilities that Cloud-based and hosted solutions can provide.

For further information about the Cloud Industry Forum, please refer to [www.cloudindustryforum.org](http://www.cloudindustryforum.org)

