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Russian Cybersecurity Firm Transfers Data to Switzerland

Anton Shingarev, Vice President of Public Affairs at Kaspersky Lab, announced today that the Russian cybersecurity company will transfer a number of core data processes from their headquarters in Moscow to Zurich by 2020. The new data center will be the first transparency center of its kind. This massive undertaking is part of the company's 2017 Global Transparency Initiative which launched in a climate of rising data skepticism among consumers.

The key factor in this switch is that the data transparency center will be independently supervised by a third party. In the future, the company hopes to create a network of transparency centers across the world because "trust must be earned" for companies according to Singarev.

Storing data outside of Russia is a clear step towards pacifying fears of cybercrime from world powers like the United States and Europe. Choosing Switzerland to house their data was a tactical move to prove the company's independence from Russian influence. In an era of extreme protectionism in cyberspace, Kaspersky Lab is attempting to gain back the favor of their clients.

Kaspersky Lab was under fire this past week after the European Parliament declared the company's software malicious. Kaspersky Lab rejected this notion, saying that the accusations were false. The company felt that they were backed into a corner and decided to halt their cooperation with European organizations. Eugene Kaspersky, CEO and Founder of Kaspersky Lab, tweeted that the European Parliament's decision "welcomes cybercrimes in Europe."

Kaspersky Lab was also at the center of cyberspace conflict in the United States last September when the U.S. Department of Homeland Security banned the Russian software from their networks. The DHS cited concerns about the autonomy of the company from Russian intelligence agencies.

In order to combat the reality of cyberspace today, it is clear that Kaspersky Lab understands that they must grow with the current geopolitical landscape. 30 countries have declared militarization of cybersecurity, and they are faced with the reality of a changing world.

"We take this very seriously," said Singarev. "We understand that we need to change."