



Situation:

Increasing Industry Privacy Standards

Avis Rent-A-Car System, one of the largest general-use car rental businesses worldwide, prides itself in being a customer-focused organization and is well-recognized as an industry leader in applying new technologies to strengthen its ties with customers. One way that Avis enhances customer loyalty is by ensuring a safe and comfortable online experience.

In 2004, Avis noticed the travel industry was moving to higher privacy standards. “We saw that the industry was becoming more sensitive to privacy and privacy standards and Avis wanted to stay ahead of the curve.” – John Peebles, Vice President of Online Marketing for Cendant Car Rental Group, parent company of Avis.

The ultimate goal of increasing Avis’ privacy initiative is to increase trust with its customers and communicating a new a commitment to treating customer information with respect. Avis began by examining its own online privacy practices and found that its privacy policy needed updating. By focusing on stricter privacy standards, Avis aimed to differentiate itself from competitors and lead the travel industry in privacy protection.

The TRUSTe Answer:

Demonstrating Privacy Leadership

Joining a privacy seal program was a logical way to successfully demonstrate its commitment to privacy and to obtain state-of-the-industry best practices for revamping its privacy policies. Avis compared several seal programs looking for a program current on industry standards and also trusted by consumers. “We found that TRUSTe is an active leader in the area of online privacy and has the most comprehensive offering among privacy seal programs. Avis is a premium brand and we wanted to go with premium seal. TRUSTe was the clear choice,” stated Peebles.

TRUSTe’s rigorous self-assessment helped raise awareness throughout the company for a revived organizational focus on privacy. The in-depth review and site findings report helped bring Avis’ privacy policies up to date with the latest industry best practices and regulatory compliance. Avis displays the seal prominently throughout its approved websites.

About Avis

Avis Rent A Car System, Inc. and its subsidiaries operate one of the world’s leading car rental brands, providing business and leisure customers with a wide range of services at nearly 1,900 locations in the United States, Canada, Australia, New Zealand and the Latin American/Caribbean region. Avis is one of the world’s top brands for customer loyalty, ranking as the number one car rental company in the 2004 Brand Keys® Customer Loyalty Index. The company is part of Cendant Car Rental Group, a wholly owned subsidiary of Cendant Corporation (NYSE: CD), a diversified global provider of business and consumer services primarily within the real estate and travel sectors. For more information visit www.avis.com or www.cendant.com/media

The Result: Enhancing Customer Loyalty

Displaying the seal prominently throughout the Web site helps Avis promote its privacy leadership to its stakeholders. In addition, customers using the Avis website are confident that their personal information is safe. Building trust through respectful privacy is one avenue to lasting profitable online relationships.

“The TRUSTe seal has helped Avis stand out as a privacy leader in the travel industry and reassure customers that their privacy is protected.”

*-John Peebles, Vice President of Online Marketing for
Cendant Car Rental Group, parent company of Avis*

Objectives:

- ✦ Update privacy statement
- ✦ Increase privacy standards
- ✦ Industry differentiation
- ✦ Privacy commitment demonstration

TRUSTe Solutions:

- ✦ Written privacy statement recommendations
- ✦ Strict privacy standards
- ✦ Access to seasoned privacy team
- ✦ Seals to display commitment to privacy

Results:

- ✦ Staying ahead of the industry
- ✦ Building trust and confidence
- ✦ Reassuring privacy protection

Contact Us

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