



TRUSTe MEMBERS

Many of the world's leading companies and organizations protect the privacy of their customers with TRUSTe, including:

Burger King
Grandparents.com
Hasbro
LeapFrog
NFL
Nestle
New York Times on the Web
ORACLE
Walt Disney Internet Group

WHAT IS COPPA?

The Children's Online Privacy Protection Act (COPPA) Rule regulates the online collection of personal information from children under 13 years of age. The primary goal of the COPPA Rule is to give parents control over what information is collected from their children online and how such information may be used. The Rule applies to operators of Web sites and online services directed to children under 13, and to general audience Web sites that knowingly collect personal information from children under 13.

WHY TRUSTe's CHILDREN'S SEAL?

The Federal Trade Commission has approved TRUSTe as a COPPA Safe Harbor program. The TRUSTe Children's Seal certifies that your business is compliant with the COPPA Rule - letting parents know that their kids' information is safe.

The TRUSTe Children's Seal specifically applies to Web sites that are fully or partially targeted towards children under the age of 13, and to general audience Web sites that knowingly collect personal information from children under 13. Children's seal holders also abide by the requirements of TRUSTe's standard Web Privacy Seal Program, including ongoing site monitoring and alternative dispute resolution.

WHAT ARE THE BENEFITS?

COPPA compliance

- Streamlines legal compliance with COPPA by joining an approved Safe Harbor
- Provides alternative dispute resolution for privacy complaints
- Keeps you compliant throughout the year with scanning tools and email seeding

Builds trust and confidence

- Brands your organization and Web site as "child-friendly" by posting the distinctive TRUSTe Children's Seal
- Gives you and your customers access to consumer education pieces including Online Privacy: A Tutorial for Parents and Teachers
- Third-party approval emphasizes your organization's COPPA compliance and commitment to privacy and parental choice



"TRUSTE WORKED CLOSELY WITH OUR ORGANIZATION DURING OUR ENTIRE CERTIFICATION PROCESS, SERVING AS A SECOND SET OF EYES AND PROVIDING KNOWLEDGEABLE FEEDBACK. WE FEEL SECURE KNOWING THAT WE ARE IN COMPLIANCE WITH COPPA AND THROUGH OUR DISPLAY OF THE TRUSTE CHILDREN'S SEAL, WE ARE SHOWING PARENTS THAT WE ARE COMMITTED TO PROVIDING CHILDREN WITH SAFE ONLINE EXPERIENCES."

TRUSTe FEATURES

TRUSTe Certification Process

Applicants complete a self-assessment detailing information collection, use and procedures. Client Service Managers review all self-assessments against actual Web site procedures and disclosures with a site walkthrough. Applicants receive a detailed site findings report which identifies the results of the site walkthrough and lists action items for the applicant to complete to become compliant with program standards.

TRUSTe Seals

After passing the certification process, members receive TRUSTe's trusted web seals to display throughout their respective web pages. Client Service Managers provide seal placement guidance to ensure members are maximizing the impact of the seals. More than one million consumers click on these seals per month to confirm TRUSTe membership.

Monitoring and Scanning

TRUSTe uses a combination of tools including scanning technology and personal attention to monitor licensed sites for breaches of their privacy policies. TRUSTe checks for items such as encryption measures on sensitive pages, undisclosed "cookies", or single-pixel tracking devices. Oftentimes, violations are unintentionally introduced when organizations update their pages, undergo changes in ownership, or launch new initiatives such as contests or newsletters.

Watchdog Dispute Resolution Process

The TRUSTe Watchdog Dispute Resolution Process is an online tool that allows consumers to report violations of posted privacy statements, or specific privacy concerns pertaining to TRUSTe member Web sites.

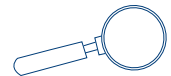
Trademark Enforcement

To protect the investment of licensees who adhere to strict standards, and to ensure ongoing compliance, TRUSTe vigorously enforces trademark use.

THE TRUSTe PROCESS



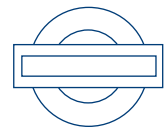
1. Your organization fills out a TRUSTe contract and self-assessment.



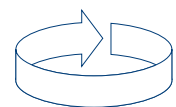
2. TRUSTe conducts an initial site walkthrough and provides a set of written recommendations in the form of a site findings report.



3. You implement recommendations on your Web site.



4. TRUSTe awards you privacy seals. Display these where you collect information to build confidence with customers.



5. TRUSTe ensures ongoing compliance and monitoring through scanning and the TRUSTe Watchdog Dispute Resolution System.