



ABOUT TRUSTe

TRUSTe helps consumers and businesses identify trustworthy online organizations through its Web Privacy Seal, Email Privacy Seal and Trusted Download Programs. TRUSTe resolves thousands of individual privacy disputes every year.

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EMAIL PRIVACY CASE STUDY: CHEAPFLIGHTS.CO.UK

Booking One Million Opt-in Newsletter Subscribers

SITUATION

In 1996, United Kingdom based Cheapflights.co.uk pioneered online flight price search and comparison in the highly competitive online travel industry. It allows users to find and compare the best deals possible from hundreds of travel industry advertisers on Cheapflights' site when purchasing travel arrangements.

Cheapflights' newsletter is focused on growing its member base and offers unique, enticing member benefits such as newsletter hand-picked deals, podcasts and blogs. In order to collect additional and better quality leads, they wanted to address the concerns associated with email newsletter subscriptions, including; registration, spam, and phishing. With a sound privacy policy previously established, they looked to TRUSTe's Email Privacy Seal, a consumer facing, recognized endorsement brand, to back their good email practices. The Email Privacy Seal, which clearly states "We Don't Spam", is the only consumer facing seal at the point of email collection.

CERTIFICATION

As Cheapflights.co.uk worked with TRUSTe to certify their UK Web site, they became aware of the importance of demonstrating their commitment to consumer privacy through the Email Privacy Seal. Fears about online email threats were addressed with TRUSTe program requirements exceeding CAN-SPAM and embodying best practices for Web site email disclosures. As a result, consumers felt safe and confident when providing personal information.

RESULTS

As a leading practitioner in the online travel industry, Cheapflights.co.uk is proud to be setting a higher standard for customer privacy. As a result of displaying the "We Don't Spam" Seal, Cheapflights.co.uk has:

- Gathered over one million opt-in newsletter registrations
- Increased monthly site registrations by 26%
- Received better data quality, fewer fake email addresses, and lower bounce rate

With the successful results that TRUSTe certification brought to the UK site, Cheapflights.co.uk decided to also certify their US and Canadian sites. Eleven years after inception, Cheapflights has become a major player in the travel search sector, assisting consumers in finding flight and hotel deals, as well as providing travel tips, insider information and useful guides, on both sides of the Atlantic. Visit www.cheapflights.co.uk for more information.



"EXCEEDING INDUSTRY EMAIL STANDARDS REGARDING THE COLLECTION OF PERSONAL INFORMATION IS SOMETHING CHEAPFLIGHTS.CO.UK TAKES PRIDE IN. COMMUNICATING TRUST TO OUR MEMBERS THROUGH THE TRUSTE "WE DON'T SPAM SEAL" HAS INCREASED NEWSLETTER REGISTRATIONS SIGNIFICANTLY".

- YOGESH SHARMA, UK NEWSLETTER MANAGER, CHEAPFLIGHTS.CO.UK