



ABOUT TRUSTe

Advancing privacy and trust for a networked world, we certify and monitor Web site privacy and email policies, monitor practices, and resolve thousands of consumer privacy problems every year.

TRUSTe MEMBERS

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

- Cheapflights
- Credit.com
- La Quinta Inns & Suites
- MercadoLibre
- Pepsi
- The New York Times
- UShip, Inc.



WHY TRUSTe's EMAIL PRIVACY SEAL?

Building quality email subscriptions is difficult enough without additional challenges presented by rising spam and phishing attacks. Unscrupulous fraudsters and fly-by-night spammers make email less effective for legitimate marketers. Even opt-in and double opt-in email newsletter publishers are struggling to distinguish their good email policies.

In a 2005 survey by the Pew Internet & American Life Project, 53% of email users reported spam has made them less trusting of email and 22% of email users said that spam has reduced their overall use of email. However, even with its problems, email remains the most effective vehicle for businesses to market and communicate with customers and prospects. How do you rise above the distrust and email overload experienced by a majority of internet users?

EMAIL PRIVACY SEAL

A Web site seal backed by a trusted endorsement brand lets visitors know they can trust you with their email address. With requirements that not only exceed CAN-SPAM, but embody best practices for email such as clear notice, affirmative permission and trusted unsubscribe, any company should be proud to display this seal. Your email list benefits from increased trust.

WHAT ARE THE BENEFITS?

- Build trust and confidence with your customers and prospects at the point of email collection by displaying TRUSTe's seal
- Increase your email subscriptions and accelerate list growth
- Address SPAM, the number one consumer concern
- Exceed CAN-SPAM requirements
- Align your organization with best practices for web site email disclosures
- Receive ongoing monitoring and compliance
- Endorsement of your good email practices by the leading brand in privacy

CHEAPTICKETS.CO.UK 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
- Received a 26% monthly increase in site registrations
- Obtained fewer fake email addresses & lower bounce rate

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

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.

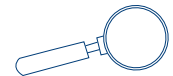
Trademark Enforcement

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

THE TRUSTe PROCESS



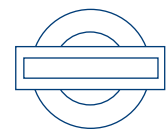
1. Your organization fills out a TRUSTe contract and self-assessment.



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.