

# TRUSTe Gets a New Look!

You may have seen the TRUSTe Privacy Seal on many of your favorite Web sites such as Apple, eBay, Facebook, Monster.com and The New York Times. This ubiquitous seal marks 2,400+ Web sites that are dedicated to protecting your privacy. On June 11, TRUSTe commemorated its 10th anniversary by introducing a modernized version of its former logo, retaining the TRUSTe name and its familiar green and black colors.

## Old Seal



## New Seal



TRUSTe's Web Privacy Seal means that a Web site keeps its promises to protect your privacy, and allows you to have a choice about the use and sharing of your personal information.

**Subjecting Web sites to tough standards and rigorous testing since 1997, TRUSTe has been:**

**1) Making sure that Web sites treat your identity and email address with respect and transparency.** Any Web site with the TRUSTe seal will give you the right to access your information, delete your information, and give you a choice to keep it private. Not every Web site can meet TRUSTe's tough standards. The privacy statement and TRUSTe approval can be validated by clicking on the seal or visiting the TRUSTe Web site.

**2) Monitoring any changes to a sealholder's Web site or promises.** The TRUSTe seal on a Web site means that the site can be trusted to keep the promises it makes in its privacy statement. TRUSTe regularly monitors Web sites' adherence to their privacy statements and has the power to enforce compliance with its program. In 2006, TRUSTe conducted 24 investigations of sealholders and revoked the seal in a number of those cases.

**3) Resolving your individual privacy-related complaints.** If you believe your privacy has been violated on a Web site displaying the TRUSTe seal, contact TRUSTe directly by registering a complaint on TRUSTe's Watchdog complaint form at <http://www.truste.org/watchdog>. This is a unique service to help you guard and protect your individual personal information.

Look for the TRUSTe seal and ask your favorite Web sites to make sure they are protecting your privacy by joining TRUSTe.

For more information on TRUSTe and its new look, visit [www.truste.org](http://www.truste.org).