



## TRUSTe MEMBERS

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

AOL  
Apple Computer  
AT&T  
eBay  
E-LOAN  
IBM  
InterContinental Hotels Group  
Intuit  
LucasArts  
Microsoft  
Nationwide  
Nestle  
NFL  
Monster  
NASDAQ  
New York Times Digital  
Oracle  
Pfizer  
The Weather Channel  
Verizon Wireless  
Walt Disney Internet Group  
WebMD  
WeightWatchers  
Yahoo!

## WHO IS TRUSTe?

TRUSTe works to advance privacy and trust for a networked world. TRUSTe Privacy Seals help consumers click with confidence by guiding them to trustworthy Web sites. Thousands of Web sites rely on TRUSTe industry best practices to help them make the right decisions about privacy and protecting confidential user information. Most of the top fifty Web sites are certified to TRUSTe's leading practices, including Yahoo, Facebook, MSN, eBay, AOL, Disney, New York Times, Comcast and Apple. To learn more about internet privacy visit [www.truste.com](http://www.truste.com)

## WHAT ARE THE BENEFITS OF TRUSTe?

- Build trust and confidence by displaying trusted consumer-facing seals.
- Increase conversions, registrations, and engagement with customers.
- Stay compliant with national and state privacy laws.
- Uncover privacy pitfalls before they occur through automated scanning and monitoring.
- Alleviate disputes with consumers through third party dispute resolution.
- Improve your search ranking and reputation with TRUSTe seal notation in browsing tools.
- Receive guidance in developing your online privacy practices.

## TRUSTe PROGRAMS & SERVICES

### Web Privacy Seal

Marks companies that adhere to TRUSTe's strict privacy principles and comply with the TRUSTe Watchdog Dispute Resolution System.

### EU Safe Harbor Seal

Certifies compliance with the EU Directive on Data Protection, specifically the Safe Harbor Framework, to avoid trade disruptions resulting from international privacy laws.

### Email Privacy Seal

Reinforces companies' commitments to good email practices by certifying email disclosures, reputation, and unsubscribe policies.

### Trusted Download Program

Provides market incentives for adware and other software companies to clearly and unavoidably communicate key functionalities and obtain informed consumer consent prior to download.

### Site Reputation Services

Reduces the risk of attack by using technology to scan user-generated or third-party content for potential malicious content before it's uploaded to a Web site.



“DISPLAYING THE SEAL HAS BEEN CRITICAL TO BUILDING EBAY’S TRUSTED COMMUNITY BY GIVING USERS A UBIQUITOUS SIGN OF TRANSPARENCY AND PRIVACY.”

- SCOTT SHIPMAN, EBAY SENIOR COUNSEL-GLOBAL PRIVACY PRACTICES

## 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.

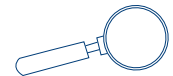
### Trademark Enforcement

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

## THE TRUSTe PROCESS



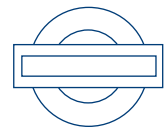
**1. Your organization fills out a TRUSTe contract and self-assessment.**



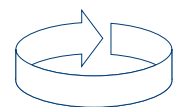
**2. TRUSTe conducts an initial site walkthrough and provides a set of written recommendations in the form of a site findings report.**



**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.**