



#### ABOUT TRUSTe

TRUSTe is the trust authority behind the Trusted Download certification program, bringing informed consumer choice and accountability to adware applications. TRUSTe operates the world's largest privacy seal program providing standards, certification, monitoring and dispute resolution for more than 2,000 Web sites. Annually, thousands of internet users turn to TRUSTe's Watchdog Dispute Resolution system to report and resolve misuse of personally identifiable information.

#### WHY PROVE YOUR SOFTWARE IS SPYWARE FREE?

The Trusted Download Program (TDP) is the first software standards program in the industry. The program directs software distribution opportunities and advertising dollars to programs and affiliate networks that respect consumer choice.

Certified applications are published on the only industry-recognized safe-software whitelist. Content and search providers, anti-spyware vendors and online advertisers may use the whitelist as a tool to help make business decisions related to advertising, partnering and distributing software products.

The program allows companies to demonstrate:

- Transparent distribution practices
- Clear disclosure and informed consent prior to download
- Clean uninstall
- Respect for the end-user

#### WHAT ARE THE BENEFITS?

- Join the only industry-recognized safe-software whitelist
- Build your reputation and increase consumer confidence
- Prove your software is spyware free
- Open doors to major advertisers and partners
- Certification notated in Download.com product page
- Reassure distribution partners and increase downloads

#### STAND BEHIND YOUR DOWNLOAD

The recently launched Trusted Download Program beta seal will help you increase confidence at the point of download, alerting consumers of the software's "trusted" standing. Your customers will feel more secure knowing that you abide by industry best practices.



"THE TRUSTED DOWNLOAD PROGRAM REPRESENTS ANOTHER IMPORTANT STEP TOWARD MAKING DOWNLOADABLE SOFTWARE MORE TRANSPARENT."

- ARI SCHWARTZ, DEPUTY DIRECTOR, CENTER FOR DEMOCRACY AND TECHNOLOGY

## JOIN THE LEADING BRAND IN PRIVACY

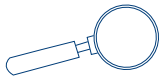
The certification process, pricing, and monitoring are customized to your software application features, data collection, and distribution practices. Schedule a free, half-hour evaluation with Heather Dorso at (415) 520-3435 or [hdorso@truste.org](mailto:hdorso@truste.org).

After initial evaluation:



1. Download and submit completed application materials; Self-Assessment, Certification Agreement, Payment and copy of software version to be certified.

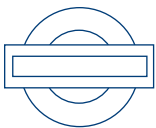
<http://www.truste.org/trusteddownload.php>



2. TRUSTe conducts a review of all disclosures, reviews application behavior against requirements and issues a findings report.



3. Implement changes and resubmit to TRUSTe for review.



4. TRUSTe will issue a pass/fail notice. Certified applications are placed on the whitelist and eligible applications receive the TRUSTe TDP Seal to place at the point of download.



5. The monitoring phase for program compliance begins.

### CONTACT US

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