



TRUSTe CASE STUDY: DRUGSTORE.COM™

Privacy Key to Online Retail Customer Experience

ABOUT DRUGSTORE.COM

- Supporting trusted online shopping experience
- Loyal TRUSTe member since 2004
- Multiple Web Sites Certified
- Seamless integration of multiple policies

CONTACT US

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SITUATION

Founded in 1998, drugstore.com, inc. is a leading online retailer of health, beauty, vision, and pharmacy products, offering customers more than 45,000 over-the-counter products in addition to prescription drugs and contact lenses. The drugstore.com™ pharmacy is accredited by the National Association of Boards of Pharmacy (NABP) as a Verified Internet Pharmacy Practice Site (VIPPS) and operates in compliance with federal and state laws and regulations in the United States.

As the leading online pure play drugstore, compliance with privacy and security are vital to drugstore.com's business. As the company has grown, it has acquired new internet properties creating a need to present a consistent, trustworthy experience across all of its web stores; drugstore.com, Beauty.com and VisionDirect.com. drugstore.com recognizes that online customers want to shop with confidence and expect a reassuring privacy experience.

SOLUTION

TRUSTe's experienced and certified advisors provided drugstore.com with a complete top to bottom privacy assessment and multiple user experience simulations of privacy and data collection on its web stores. Ongoing monitoring analytics and a free consumer feedback service are used to detect any potential privacy and security breaches before they become an issue. Lastly, the TRUSTe seal on the drugstore.com site increases user confidence and encourages positive consumer interaction with the Web site.

PARTNERS IN GROWTH

Since 2004, drugstore.com has utilized TRUSTe's expertise for best practices in privacy for online retailers. The Web Privacy Seal is displayed for millions of visitors as they shop the drugstore.com web stores with confidence. As part of drugstore.com's growth strategy, it is launching a series of new microsites for online shoppers. The TRUSTe seal for certified privacy will be displayed to assure customers that drugstore.com values their privacy.



“AS A LEADING ONLINE RETAILER OF HEALTH AND WELLNESS PRODUCTS, WE KNOW THE ASSURANCE OF PRIVACY IS PARAMOUNT TO THE CUSTOMER EXPERIENCE,” SAID DAVID LONCZAK, VICE PRESIDENT, CHIEF MARKETING OFFICER DRUGSTORE.COM INC. “WE APPRECIATE THE EXPERTISE TRUSTE PROVIDES TO HELP US MAINTAIN A CONSISTENT PRIVACY EXPERIENCE ACROSS OUR EXISTING ONLINE STORES AND AS WE LAUNCH NEW MICRO SHOPPING SITES IN THE FUTURE.”