



JungleSource

ABOUT TRUSTe

TRUSTe Privacy Seals help consumers click with confidence by guiding them to trustworthy Web sites. More than 2,400 Web sites rely on TRUSTe industry best practices to help them make the right decisions about privacy and protecting confidential user information. Many of the most trafficked Web sites are certified to TRUSTe's leading practices including, Disney, eBay, Facebook, Intuit, Microsoft and Yahoo.

To learn more about internet privacy visit www.truste.com.

TRUSTe SUCCESS STORY: JUNGLE SOURCE, INC.

Building a Business Based on Customer Trust with the TRUSTe Seal

SITUATION

Jungle Source™ was founded in 2007 by a consortium of employment and compliance specialists to fill a growing need to provide potential employers with a richer, more personalized background screening service. With today's heightened focus on safety, security, and legal concerns, companies are increasingly careful about each new hire – and pre-employment screening is more important than ever. Jungle Source offers a highly personalized approach, based on developing strong partnerships with their customers. Understanding that the foundation of their business hinged on the ability to build long-term, trusted relationships with their customers, Jungle Source engaged with TRUSTe early on as part of their initial Web site design.

CERTIFICATION

In November 2007, TRUSTe began the review of data collection and use practices on the Jungle Source website. In December, Jungle Source completed certification of their Web site's privacy statement, and were granted authorization to post the TRUSTe Privacy Seal.

RESULTS

Since becoming a certified TRUSTe Web Privacy seal holder, Jungle Source has continued to grow and extend their client base. As part of their business process, Jungle Source now handles the personal information for hundreds of customers each month. Presence of the TRUSTe Click-to-Verify Seal provides customers with the assurance that any information that they provide is handled appropriately, and that their privacy is fully protected. Since customer satisfaction and personalized service provide the core of Jungle Source's differentiated offering in a highly competitive marketplace, Jungle Source continues to extend their partnership with TRUSTe, and consider TRUSTe to be a core enabler to their business.

Learn more about Jungle Source at www.junglesource.com.



“JUNGLE SOURCE WORKS TO BUILD TRUSTED PARTNERSHIPS WITH OUR CUSTOMERS. HAVING THE TRUSTE SEAL ON OUR WEB SITE LETS OUR CUSTOMERS KNOW THAT WE UPHOLD THE HIGHEST STANDARDS IN THE WAY WE HANDLE INFORMATION PROVIDED TO US AS PART OF THE BACKGROUND SCREENING PROCESS.”

BROOK PARKER, JUNGLE SOURCE PRESIDENT