



TRUSTe CASE STUDY: MONSTER

Displaying TRUSTe Seals to Instill Trust and Confidence with Job Seekers Across the Globe

SITUATION

Monster®, the leading global online careers property, has changed the way people look for jobs; the way employers look for people; and the way companies connect with their target audience. Continuing to define and expand an industry that did not exist a mere 10 years ago, Monster works for everyone by connecting quality job seekers at all levels with employers and providing the best career advice available online.

As the migration to the Internet continues, over 75 million of Monster's visitors have established personalized accounts that take advantage of Monster's wide breadth of services, including a global resume database or proprietary job search agent technology, that enable them to better manage their careers. Monster is consistently ranked among the top 20 most visited sites on the Internet.

Customer privacy and data security are paramount to Monster. With thousands of job seekers and employers in 30+ countries around the world using their sites daily, Monster wants visitors to know of their commitment to safeguard their personal information. In 2003, Monster decided to take privacy to the center stage. They not only wanted to show their commitment to privacy to their customers, but they also wanted to exceed industry privacy standards to stay at the forefront of privacy on an international level. Monster opted to use a third-party organization specializing in privacy certification to help them achieve their goals.

Monster researched and chose TRUSTe because of its reputation as the leader in privacy. By joining both the TRUSTe Web Privacy Seal and EU Safe Harbor Program, Monster would be able to exceed industry standards and stay informed of the evolving international privacy arena. The EU program keeps companies consistent with EU data laws -- some of the most stringent privacy laws on the globe. Monster would be legally doing business with EU citizens. Also, by displaying TRUSTe's web seals, the employment site would be able to signal their tremendous dedication to customer privacy to anyone visiting Monster's Web sites.

ABOUT TRUSTe

TRUSTe helps consumers and businesses identify trustworthy online organizations through its Web Privacy Seal, Email Privacy Seal and Trusted Download Programs. TRUSTe resolves thousands of individual privacy disputes every year.



"TRUSTe'S EU SAFE HARBOR PROGRAM PROVIDES MONSTER VALUABLE TOOLS TO HELP US MEET WORLD-CLASS PRIVACY STANDARDS. TRUSTe SEALS ON OUR WEB PAGES DEMONSTRATE THAT WE TAKE CONSUMER PRIVACY SERIOUSLY."

- PATRICK MANZO, SENIOR VICE PRESIDENT, CHIEF PRIVACY OFFICER, MONSTER

CERTIFICATION

Monster's privacy team completed TRUSTe's application process, which prompted them to take an in-depth look at their privacy practices. After working with TRUSTe client service managers to make sure they were following program requirements, Monster was awarded TRUSTe certification and was able to display TRUSTe's EU Safe Harbor Seal and Web Privacy Seal.

RESULTS

Since 2003, TRUSTe has helped Monster exceed industry standards through the EU Safe Harbor certification. TRUSTe worked with Monster to ensure they were in alignment with EU standards. Once certified, Monster filed for, and was granted, EU Safe Harbor Status with the Department of Commerce.

Through their certification, Monster has also illustrated their commitment to respecting customer privacy by posting TRUSTe's web seals across its Web sites. When employers and job seekers visit Monster's Web sites, they know Monster is committed to protecting their personal information and providing a safe, secure user experience. Job seekers feel more confident in posting their resumes and providing personal information; employers actively post open positions knowing of the quality of job seekers.

Finally, partnering with TRUSTe has allowed Monster to keep privacy in the spotlight. As Monster continues to grow and expand internationally, so do their privacy practices. The privacy team conducts a yearly review of their privacy practices as a part of their annual recertification with TRUSTe. This recertification allows the organization to verify that their privacy policy is clear to consumers and that they are living up to the promises made in the statement. In addition, leveraging TRUSTe's privacy expertise has enabled Monster to adopt further measures to make their privacy practices as transparent and user-friendly as possible.

CONTACT US

TRUSTe
55 2nd Street
2nd Floor
San Francisco, CA 94105
415 520 3400 tel
415 520 3420 fax

www.truste.com

