



TRUSTe SUCCESS STORY: ORACLE

World-Class Privacy Practices Provide Foundation for Growth of Multi-National Software Leader



PARTNERING IN PRIVACY

Tackling issues together as industry standards evolve.

- Oracle has been a TRUSTe member since 2003.
- Oracle is certified in Web Privacy, EU Safe Harbor and International Services Programs.
- Oracle has worked with TRUSTe to successfully integrate standardized privacy practices for more than 50 corporate acquisitions.

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SITUATION

Founded in 1977, Oracle Corporation is both the world's leading supplier of information management software and the world's second-largest independent software company. In 2002, the way in which companies did business with the European Union was shifting. As an international business leader, Oracle was on the forefront in thinking about privacy and compliance issues related to cross-border business, specifically the EU's then-newly developed Safe Harbor program.

TRUSTe CERTIFICATION & COLLABORATION

In 2002, Oracle's original engagement with TRUSTe was limited to the Safe Harbor and compliance with EU regulatory requirements, which Oracle achieved in 2003. Over time, Oracle and TRUSTe have collaborated on other areas of Oracle's business.

INTEGRATING ACQUISITIONS

In 2004, Oracle faced a new set of privacy challenges. With large acquisitions underway, Oracle needed to standardize its process for transitioning customers and prospects from acquired-company communications to Oracle-branded communications. Together, Oracle and TRUSTe developed a systematic process to integrate acquired-company marketing databases, communicate Oracle's privacy policies and practices to customers and prospects, and update user profiles so that no data—or customer trust—was lost in the transition to Oracle.

PARTNERS IN GROWTH

Today, Oracle still relies on both the TRUSTe EU Safe Harbor program to certify compliance with the EU Data Directive, and TRUSTe international services to ensure consistency in Oracle's privacy policies across all its European sites. TRUSTe certification has also enabled Oracle to better streamline contractual negotiations with EU partners and customers, who generally require a TRUSTe-approved level of compliance with the EU Safe Harbor principles.

In addition, Oracle takes advantage of the annual TRUSTe certification process as a valuable way to test internal checks and balances. In this way, Oracle benefits from TRUSTe as an independent third party to ensure that they're being true to their own practices & policies – and as a means of providing ongoing policy and process improvement.



“AS BOTH A TRUSTE SEALHOLDER AND BOARD MEMBER, I’VE SEEN FIRSTHAND THE VALUE TRUSTE CAN PROVIDE TO A BROAD RANGE OF COMPANIES. WE CONSIDER THE TRUSTE SEAL A KEY COMPONENT OF OUR COMMITMENT TO WORLD-CLASS INTERNATIONAL PRIVACY STANDARDS. BEYOND THE SEAL, TRUSTE ALSO DELIVERS SIGNIFICANT VALUE AS A TRUE BUSINESS PARTNER IN THE BROADER SENSE, HELPING TO CERTIFY, MONITOR AND MAINTAIN CONSISTENT PRIVACY COMMUNICATIONS AND PRACTICES ACROSS OUR MANY WEB SITES AND THROUGHOUT OUR BUSINESS.”

JOE ALHADEFF, VICE PRESIDENT FOR GLOBAL PUBLIC POLICY AND CHIEF PRIVACY OFFICER, ORACLE