



TRUSTe CASE STUDY: PFIZER

Standardizing Global Privacy Practices Across Multiple Web Sites with the TRUSTe Web Privacy Seal

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.

SITUATION

In 2001, Pharmacia (now Pfizer), added cookies to some of its Web sites. At the time this practice could be done without detailed consumer notice. However consumers became unsatisfied with the limited explanation in Pharmacia's privacy statement. A lawsuit was filed against the pharmaceutical giant in 2001. It was later dropped but Pharmacia decided to make privacy a top priority. Dr. Jean-Paul Hepp was appointed as the first Corporate Privacy Officer (CPO) in the industry. His first priority was complying with privacy laws, yet Dr. Hepp also wanted to establish a global privacy strategy that standardized privacy across its hundreds of Web sites. His legal team recommended TRUSTe, an organization dedicated to helping organizations comply with national and state laws as well as industry best practices. Pharmacia's legal and privacy team knew that TRUSTe certification would be a good method to certify and standardize its privacy practices.

CERTIFICATION

Pharmacia was the first in the pharmaceutical industry to certify its privacy practices. They initially certified only a few internal Web sites to ensure the process was effective and worthwhile. Content with the process, Pharmacia began certifying all their US sites. When Pfizer acquired Pharmacia, Dr. Hepp and TRUSTe collaborated to certify each Pfizer Web site individually to make certain these sites were consistent with the same single global privacy policy.

RESULTS

TRUSTe has been an integral part of Pfizer's privacy strategy for over six years. TRUSTe not only individually certified each of Pfizer's 80+ Web sites, but also helped Pfizer craft the global privacy statement to which each site adheres. TRUSTe certification and monitoring ensure that each site is uniform with the global privacy statement while also assuring that Pfizer's online privacy practices are consistent with national privacy laws.

TRUSTe has also been instrumental in helping Pfizer streamline the launch of additional URLs. TRUSTe assisted Pfizer in creating "web guidelines" that guarantee consistency and standardization across Pfizer's multiple sites and identify non-compliant Web sites. Soon-to-be launched Web sites must match up against the "web guidelines" to gain marketing and legal approval for production launch.

Finally, as a pharmaceutical company, Pfizer also had to comply with specific requirements in the industry. TRUSTe and Pfizer worked together to align TRUSTe's certification process with the FDA submission process requirements.



SEALS TO ASSURE CUSTOMERS

One-on-one consulting with written recommendations for bringing your web practices and privacy statements (s) to compliance with best practices.

TRUSTe performs a thorough Web site audit and review of each domain to ensure your privacy statement accurately discloses data collection activity on each Web site and is consistent with the latest privacy legislation.

License to display TRUSTe privacy seals for one year

Displaying TRUSTe seals builds confidence for consumers and drives revenue by letting your customers know that they can trust you with their personal information.

SERVICES TO STAY COMPLIANT

Twice-a-year Web site scanning

Avoid potentially damaging mistakes with our periodic spot checks that can identify possible privacy issues before they become problems.

Unlimited on-going customer dispute resolution

TRUSTe offers unlimited on-going customer dispute resolution services via our Watchdog system. Mediation to reach satisfaction builds trust through third-party accountability.

Alignment with current California and national privacy standards

TRUSTe keeps you up-to-date on local, national, and international privacy standards. Our seal programs evolve as customer, industry, and regulatory expectations change.

MEMBER BENEFITS TO STAY AHEAD

- Discounts to privacy conferences and free networking luncheons
- Monthly privacy and policy email newsletters and resources
- A dedicated privacy client services manager who understands your business
- Participation in cutting-edge privacy initiatives

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