



## TRUSTed Data Collection: Collect Data Responsibly and Maintain Credibility

Consumers are hungry for control. All key browsers are now providing users more options regarding how their data is collected. For example, Microsoft's new browser, Internet Explorer 9 has a new privacy feature called Tracking Protection. IE9 Tracking Protection is a mechanism that utilizes Tracking Protection Lists (TPLs) to enable consumers to control the content delivered by third party companies to any website they are visiting. The intent of this feature is to provide consumers with choice regarding both the collection and use of third party tracking information.

TRUSTe was selected as one of four preferred providers of TPLs used for the new IE9 Tracking Protection feature. A TPL can categorize sites whose content should be allowed (via an "Allow" status) to be delivered and sites whose content should be blocked (via a "Block" status) based on their data collection and privacy practices. TPL's popularity could lead to many ads, widgets or other type of non-tracking third-party content provided by privacyresponsible companies to be blocked. However, an "Allow" status in a Tracking Protection List overrides "Block" status in any and all other lists that a user might have installed. TRUSTe grants "Allow" status for companies who adhere to TRUSTe strict privacy guidelines for thirdparty data collection through a certification called "TRUSTed Data Collection."

TRUSTed Data Collection is a new program for ad and data companies that collect consumer data on other company websites or use data collected to show more relevant ads. This program certifies the notice, choice and privacy practices around data collection and usage.

### Get in Touch with a TRUSTe Representative

Phone: (415) 520-3490

### To learn more about Internet Explorer 9 Tracking Protection

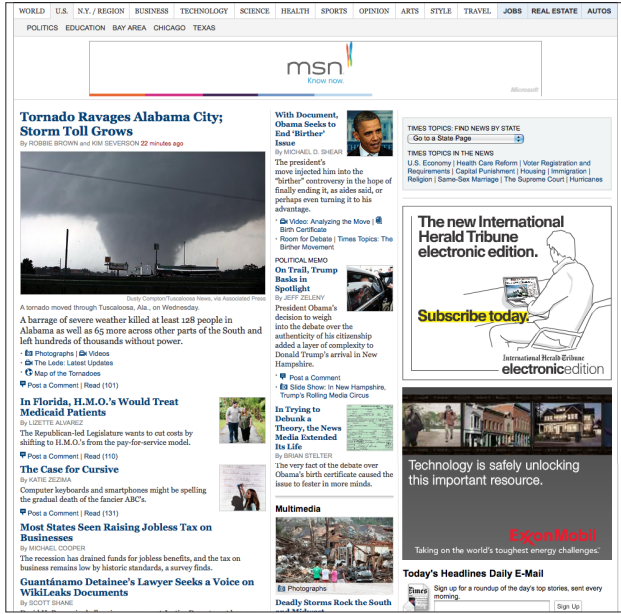


<http://ie.microsoft.com/testdrive/Browser/TrackingProtectionLists/>

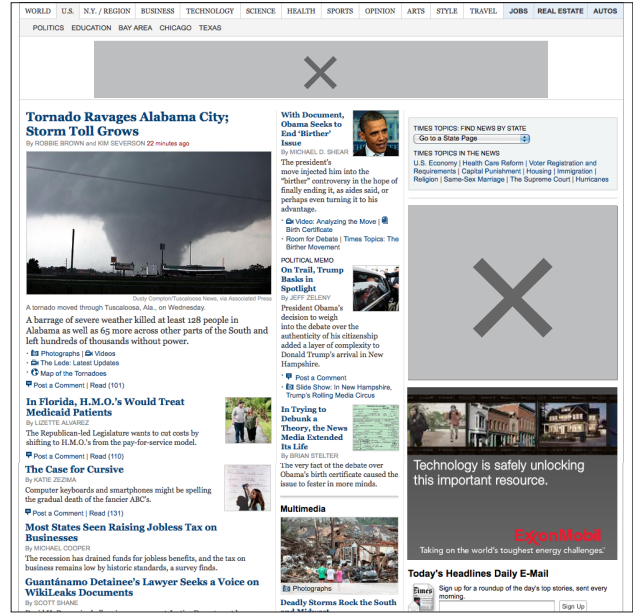
### FEATURES & BENEFITS

- **Findings Report with Recommendations**  
Receive a report that outlines how to be compliant with TRUSTe certification standards which is consistent with industry self-regulatory standards.
- **Letter of Certification**  
Once certified, we will issue proof of certification to use with prospects and clients.
- **White List Benefits**  
Your out-out cookie will be given preferential treatment in the TRUSTe Preference Manager which educates consumers and gives them the choice to opt-out of tracking. Next, we will include your domains in the TRUSTe's TPL "Allow" list. An "Allow" status in the TRUSTe Tracking Protection List overrides "Block" status in any and all other lists that a user might have installed.
- **Updated privacy policy & ongoing monitoring**  
Your privacy policy is updated with additional disclosures regarding your collection practices. We will also perform ongoing monitoring of your data collection practices to ensure alignment with program standards.
- **Ongoing privacy advice and privacy dispute resolution services**  
As industry best practices continue to evolve and change, know that your dedicated CIPP-certified Client Services Manager is only a phone call away. In addition, we provide privacy dispute resolution service to help resolve any privacy-related issues that may arise.

BEFORE



AFTER



## CERTIFICATION STANDARDS OVERVIEW

Companies who adhere to TRUSTe's strict privacy guidelines in the TRUSTed Data Collection certification program for third-party data collection are granted "Allow" status in TRUSTe's TPL. We review and test the following as part of the certification program. To obtain a full list of program certification standards, contact TRUSTe.

1. What cookies and other technologies the company uses to collect data through third party domains
2. Opt-out mechanism for consumers
  - a. Opt-out cookie implemented in a way technically accessible for TRUSTe Preference Manager. For example, NAI opt-out mechanisms meet this requirement)
  - b. Opt-out process is a one-click process that does not require additional PII
3. PII is not collected or linked to collected data
4. Transparent and accurate privacy policy explicitly describing the company's 3rd party data collection and use practices.
5. Proper implementation of DAA-compliant notice and choice mechanism

## QUICK FACTS

- IE9 was downloaded more than 35 million times during its Beta.
- The Internet Explorer browser is used by more than 45% of users globally.
- TRUSTe is one of just 4 preferred providers of Tracking Protection Lists.
- An "Allow" status in the TRUSTe Tracking Protection List overrides "Block" status in any and all other lists that a user might have installed.

# Learn More

To learn more about TRUSTed Data Collection Certification and other TRUSTe solutions, contact your TRUSTe Account Manager or any TRUSTe representative.

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