



TRUSTed Cloud Data Privacy Certification

Gain Business Customers Through Trust

Companies frequently work with third party service providers, such as marketing partners, payments processors and others to support their business and customers. These contractual relationships often require a service provider to collect, store, and transmit sensitive end user data on behalf of their business customer, who expects their data will be protected in third-party hands with standards that match or exceed their own.

Convincing a potential business customer that they can trust you with their data can be a difficult and time-consuming task. TRUSTe, the leading online privacy seal and services provider, has streamlined this task with its program. TRUSTe's reputation as an industry leader in privacy means that our TRUSTed Cloud Data Privacy Certification can significantly reduce the time and work it takes to earn a potential customer's trust in your data management practices and gain their business.

QUICK FACTS

TRUSTed Cloud Data Privacy Certification is ideal for B2B2C and B2B2B companies to:

- Reassure your business partners of your data collection practices
- Accelerate due diligence processes
- Demonstrate certification to your business partners with seal use or certification letter
- Extend EU Safe Harbor compliance to your product platform

TRUSTed CLOUD DATA PRIVACY CERTIFICATION

TRUSTe certification ensures:

- ➔ Practices such as type of data collected, the data flows, data security measures and data usage policies meet the program requirement criteria.
- ➔ Elements (underlying technology) comply with a set of program requirements based upon transparency, choice, and accountability.
- ➔ Service provider's privacy policy appropriately discloses practices.

Features	Benefits
<ul style="list-style-type: none"> • Proof of TRUSTe certification of your service application, platform or infrastructure • Creation of or update your services privacy policy • Unlimited access to TRUSTe's privacy dispute resolution services • Certification of your website • Optional European Union Safe Harbor Compliance 	<ul style="list-style-type: none"> • Gain customers by fostering trust in your data management practices • Accelerate due diligence • Reduce costs of implementing data controls on behalf of customers • Extend customer care with dedicated privacy dispute resolution services

DOING BUSINESS INTERNATIONALLY OR IN 'THE CLOUD'?

TRUSTed Cloud Data Privacy Certification is an especially attractive option for service providers who operate in the European Union (EU) as both a company and its service providers are subject to European Union Safe Harbor Principles when handling EU customer data. TRUSTe certification can ensure that both a company's website and its third party service provider's platform are EU Safe Harbor compliant.

Service providers that use cloud computing to deliver their services have added complexity to their data infrastructure and the threshold to winning a potential customer's trust with their data can be significantly higher. TRUSTed Cloud Data Privacy Certification is equipped to certify the privacy practices of cloud companies and can help them reassure clients and customers of the strength of their data management practices.

EXAMPLES OF TRUSTed CLOUD USAGE

Email Service Provider, ESP – This ESP was in the middle of bidding for an account with a large consumer packaged goods (CPG) manufacturer to handle its email communications to consumers. The CPG company considered several other ESPs and among other selection criteria wanted to make sure that its ESP partner was not only compliant with CAN-SPAM and industry best practices for email, but that it would also respect the privacy rights of the consumers in its database. The ESP leveraged TRUSTe's Platform Certification for Privacy for email providers to demonstrate to the CPG company that it had adequate data controls and could be trusted with the CPG's large and sensitive database of consumer information. The ESP also displayed the TRUSTe privacy seal in the body of the emails it sent, allowing any recipient to verify the certification and provide feedback if they felt their privacy was being violated. This proof of independent 3rd party certification by TRUSTe gave email recipients confidence that they could trust CPG's communication, which in turn helped open and click-through rates.

Human Resource Service Provider, HR SP – Due to the sensitivity of the information a typical HR SP manages, many companies that utilize a 3rd party to provide such services to its employees expend great time and resources performing due diligence. An HR SP obtained TRUSTe certification to reduce the time and cost of due diligence for potential business customers. TRUSTe reviewed the HR SP's data collection, transmission, storage and sharing practices and made recommendations that further enhanced its data management practices such that it was not only a point of differentiation for this provider but it also led to wider adoption of its platform once deployed.

Marketing Service Provider – A growing Marketing SP noticed that more and more of its business customers were in the European markets and it wanted to remain competitive. This SP turned to TRUSTe to help it comply with the European Union Safe Harbor (EU SH) principles established by the US Department of Commerce. TRUSTe not only ensured that the SP's marketing services platform had sound data controls, but also that it was EU SH compliant so it could collect and transfer data from European citizens on behalf of its business customers. The certification also extended TRUSTe's world class Watchdog Dispute Resolution services to users of the marketing service provider's platform as well as its website so all privacy-related disputes were managed knowledgeably and in compliance with EU SH principles.

WHO CAN BENEFIT FROM TRUSTed CLOUD CERTIFICATION?



Business Process Services



Financial & Payment Services



Web Hosting Performance & Analytics



Telecommunications



Social Media Services



Application Software & Infrastructures Services



Customer Relationship Management

and more.

Learn More

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

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