



Expand Your Global Reach the Right Way with TRUSTe International Services



Benefits of Adopting Globally Accepted Practices

Meet international objectives while demonstrating your privacy commitment to consumers—all over the world.

- Align your companies' foreign privacy practices with those in the U.S. and ensure consistency with the FTC's Fair Information Practices
- Certification and oversight of privacy statements in ALL languages
- Display the internationally recognized TRUSTe Privacy Seal on ALL sites
- Offer customer dispute resolution in each country's native language
- Communicate leadership to global policy makers and regulators

Accessing an international customer base is vital if you want to expand and compete in international trade. 32% of internet users around the world are non-native English speakers. With PC ownership and access to the Internet most rapidly increasing outside of North America and Europe, this figure will only increase. Translation and localization of your website pages shows that you understand, value and have respect for that particular country or region. Most internet users will naturally feel more comfortable and understand your company better if your information, products or services are communicated in their native language.

TRUSTe INTERNATIONAL SERVICES

EU Safe Harbor Compliance

TRUSTe's EU Safe Harbor Program is a low cost, easy-to-implement, and comprehensive solution for US based companies that market and collect information from European citizens.

International Translation & Verification Services

TRUSTe's Translation Services provide a convenient, high-quality, localized privacy policy for companies that don't have in-house translation capabilities - including translated dispute resolution services, program seals and seal validation pages - supported in over 35 languages. Our translation and verification services are provided by an ISO9001-certified company, ensuring a high level of quality.

Dispute Resolution Services

TRUSTe's Dispute Resolution services fulfill country specific requirements for online, offline user and employee data.

Asian Pacific Economic Cooperation Guidance

Get reliable guidance throughout TRUSTe certification on cross-border privacy protection in accord with APEC when available.

Learn More

To learn more about TRUSTe's programs and services, contact a Sales Representative at 415.520.3490.

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