



A Mobile Strategy Based on User Trust

THE MOBILE FUTURE

Experts predict that within the next 3 years mobile devices will overtake traditional computers as the preferred platform for web browsing. US Mobile shopping is projected to grow 100% in 2010 to \$2.4 billion. The entire online experience – from advertising, to shopping, to gaming – has adapted (and continues to adapt) to the evolving and growing mobile industry. Despite the apparent growth in popularity, consumers are wary of using their mobile devices as they do their personal computers (think mobile vs. desktop banking) and also worry about the implications of new technologies (think location-aware mobile advertisements). While expanding into the mobile world, keeping consumer and industry concerns in mind throughout development strengthens your position in the space and differentiates your app or site from others.

DID YOU KNOW?

- 52% of mobile users are “very or extremely concerned” about a loss of privacy from using location-aware mobile applications
– Poynter Online, July 2010
- A study of more than 4,000 mobile device users found that 87% were ‘somewhat’ or ‘very concerned’ about their privacy on mobile devices
– KPMG Mobile Banking Survey, 2009
- 55% of Smartphone users fear loss of privacy through mobile applications with geo-location services
– Geolocation Survey conducted by Webroot, July 2010
- 75% of users look for the presence of a privacy policy when providing personal information on a website
– TNS Global Market Research, December 2009

HOW CAN TRUSTe HELP YOUR COMPANY WITH GOING MOBILE?

Build customer trust by certifying the privacy of your mobile application or mobile web site with TRUSTe. TRUSTe’s mobile privacy certification program offers:

- Privacy certifications of mobile apps and/or mobile web sites that extends your commitment to customer privacy to the mobile platform
- Graphical, short notice privacy policies optimized for mobile devices that allow users to quickly obtain answers to their questions and then return to your app or site
- A mobile privacy seal & validation page optimized for mobile devices so users can easily validate your privacy certification
- Enhanced privacy disclosures to address concerns unique to the mobile platform such as the use of geo location technology
- Privacy dispute resolution services accessible from the validation page so users can provide privacy feedback about your app or site

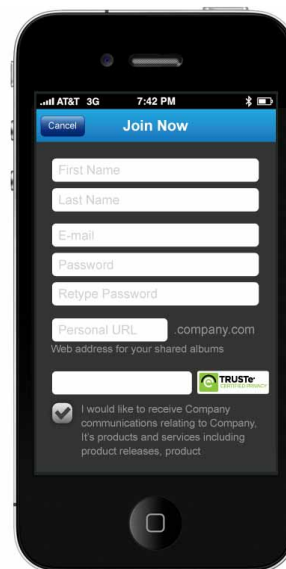
As you adapt your business to the competitive mobile platform we encourage you to differentiate your mobile app or web site with privacy.

Display your certification to increase user assurance with the TRUSTe seal:

App Store Snapshots



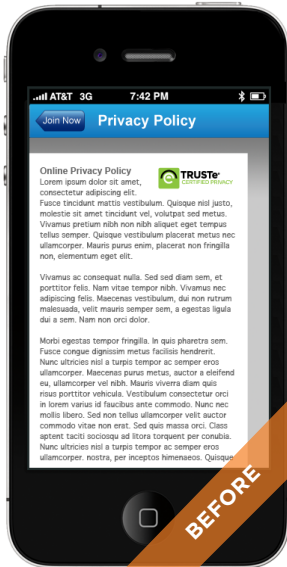
Sign in/Registration



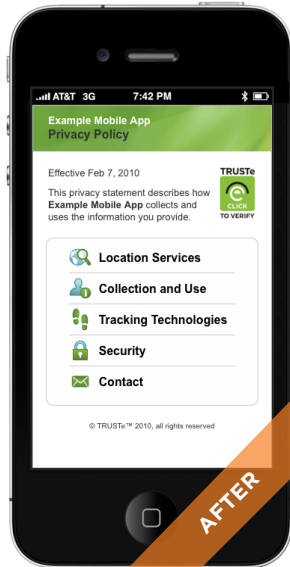
- Increase trust instantly by providing a link to privacy practices at point of engagement with your app or mobile site
- Empower consumers to make informed decisions about the mobile app they download or site they interact with
- Protect your valued brand by informing users that your application/site is trustworthy

Provide transparency through a short notice, layered privacy policy to easily address top mobile technology concerns such as geo-location, advertising, and social networking:

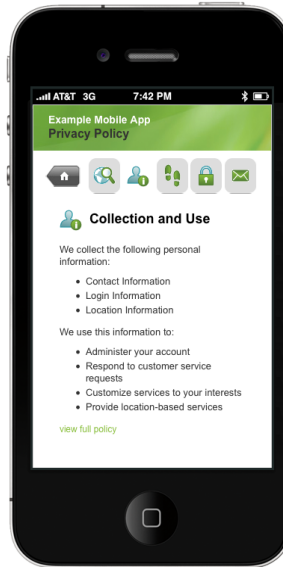
Standard Privacy Policy



Layered Privacy Policy



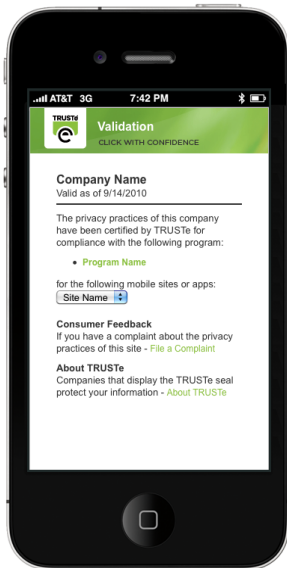
Detailed Description



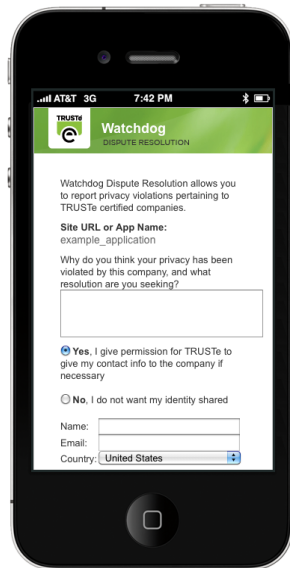
- Short, layered privacy policy is optimized for mobile usage
- Increased readability and interpretability through visual simplification
- Improved transparency increases trust of your business practices hence user engagement and interaction times

Allow easy access for users to validate certification and provide feedback:

Validation Page



Dispute Resolution



- Optimized validation page for mobile usage
- Simple dispute resolution process for users to provide feedback concerning privacy issues
- Extension of your customer care for mobile app or site privacy feedback

VIEW THE DEMO HERE:

<http://www.truste.com/mobile>

Learn More

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

415.520.3490 | www.truste.com | twitter.com/truste