



CLIENTS

Many of the world's leading companies and organizations protect the privacy of their customers with TRUSTe, including:

AOL
Apple
AT&T
Comcast
eBay
E-LOAN
Etsy
Facebook
IBM
InterContinental Hotels Group
Intuit
LucasArts
Microsoft
Mint.com
Nationwide
Nestle
NFL
Monster
NASDAQ
New York Times Digital
Oracle
Publishers Clearing House
The Weather Channel
Verizon Wireless
Walt Disney Internet Group
WebMD
WeightWatchers

TRUSTe: Accelerating Online Trust

Thousands of companies rely on TRUSTe's leading privacy trustmark to enhance consumer trust, drive increased registrations and transactions, and comply with complex privacy requirements. Consumers know that when they see the TRUSTe seal they can "Click with Confidence" because the certified website is responsible with their personal information.

TRUSTe PRIVACY SEAL

The TRUSTe seal instantly provides customers with the online assurance they need and desire when visiting a website. Consider:

- Forty percent of the top fifty most trafficked websites display the TRUSTe seal
- Over twenty million consumers click the TRUSTe seal annually to verify a site's certification
- Eighty two percent of consumers trust TRUSTe and find the privacy trustmark useful in deciding when and how to disclose personal information*

By displaying the TRUSTe seal, clients have experienced improved business results:

- Increased transactions and higher average order value
- Improved marketing conversion; lead form completion and quality
- Increased engagement and loyalty
- Improved search ranking and reputation

THE TRUSTe ADVANTAGE

Build Customer Confidence Globally

Certify your privacy policies, resolve disputes, and communicate your privacy leadership in multiple countries.

Mitigate your Risk with our Advanced Technology

Leading-edge website privacy scanning to ensure compliance and assess impact of site changes to your privacy practices.

An Independent Third-Party Dispute Resolution Service

Provide your users with free online privacy dispute resolution and enable greater trust. TRUSTe resolves nearly 100% of consumer disputes every year

Manage your Account through the TRUSTe Services Manager Portal

Complimentary online account access to manage your privacy programs, track disputes and review scan results.

Demonstrate your Commitment 24/7 through your Validation Page

Over twenty million consumers click on the TRUSTe seal every year to confirm site validation, while over a million consumers have endorsed the privacy practices of TRUSTe clients.

* "TRUSTe Brand Awareness Study". TNS. February 2010.

"Displaying the seal has been critical to building eBay's trusted community by giving users a ubiquitous sign of transparency and privacy."

— Scott Shipman, eBay, Senior Counsel - Global Privacy Practices

PROGRAMS & SERVICES

Web Privacy

Identifies companies that adhere to TRUSTe's strict online privacy principles which protects the privacy of your personal information. We back up the integrity of our seal programs with our online Watchdog Dispute Resolution program, which lets users hold TRUSTe clients accountable.

EU Safe Harbor

Certifies companies to be in compliance with the European Union Directive on Data Protection specifically the Safe Harbor framework which ensures European citizens that their privacy is protected.

Email Privacy

Reinforces companies' commitments to good email practices by certifying email disclosures, reputation, and unsubscribe policies.

Children's Privacy

Certifies that companies are compliant with the COPPA Rule - letting parents know that kids' (under age 13) information is safe.

Trusted Download

Provides market incentives for adware and other software companies to clearly and unavoidably communicate key functionalities and obtain informed consumer consent prior to download.

TRUSTed Ads

TRUSTed Ads is a DAA-Approved technology platform that allows companies to effectively self-regulate their online behavioral advertising practices and build trust with consumers, partners and regulators.

TRUSTed Cloud

Trusted Cloud data privacy certification helps a service provider to close more business faster by demonstrating high standards for data management and privacy for their service platform and website.

TRUSTed Apps

Trusted Apps data privacy certification helps an app owner or app developer demonstrate high standards for data management and privacy for their business-to-business apps.

Dispute Resolution

Provides companies that do business with European citizens and certified against the Dept. of Commerce's EU Safe Harbor framework with TRUSTe's Watchdog Dispute Resolution process. Dispute Resolution allows you to report violations of posted privacy statements and specific online privacy issues that pertain to TRUSTe clients websites. TRUSTe investigates all eligible complaints and mediates solutions between users and websites.

DID YOU KNOW?

- More than 75% of consumers look for a privacy policy when registering on a site
- *TNS Survey*
- Almost 80% of users state that trustmarks are important when deciding to use something on a website
- *TRUSTe Brand Awareness Study, TNS*
- 88% of shoppers said that the protection of their personal data was their top concern
- *Consumer Reports*
- When shoppers were asked why they abandoned online shopping carts - 53% cited a fear of sharing personal information
- *MarketLive Report*
- 82% of consumers trust TRUSTe and find the privacy trustmark useful in deciding when and how to disclose personal information
- *TRUSTe Brand Awareness Study, TNS*

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