



TRUSTe Service Provider Evaluation Service (SPE)

As more and more companies rely on a wider network of service providers to perform various functions, the amount of time spent on evaluating, auditing, and managing the service providers has increased. In addition, various regulations and regulators have made it very clear that although companies can outsource their services, they cannot outsource their risk. Buyers of these services remain responsible for the data, must perform regular audits and cannot rely solely on legal agreements with regards to service providers to manage their customer and employee data.

TRUSTe's Service Provider Evaluation service (SPE) is designed to help mitigate key service provider risks by providing companies with a robust risk-assessment of a service provider's data management practices as it related to privacy to reduce the risk of improper handling of company data. SPE also assesses the privacy practices and service provider reputation to reduce negative impact to a company brand.

TYPICAL SERVICE PROVIDERS

- Application service, Cloud and SaaS providers
- Business process providers
- Content management & delivery
- CRM & Customer service
- eCommerce platform, shopping carts & order management
- Fulfillment
- Marketing (Ad networks, SEM, email marketing, survey & affiliate marketing)
- Payments processors
- Site search, site design, web analytics/hosting/performance monitoring
- Social media

REGULATIONS & GUIDELINES GOVERNING SERVICE PROVIDER RELATIONSHIPS

- FDIC
- FISMA
- GLBA
- FACTA
- Sarbanes-Oxley
- NCUA Regulations
- HIPAA
- PCI Standard
- State Breach Laws

SPE serves companies who:

- Have complex websites using various marketing and ecommerce service providers
- Frequently change service provider relationships
- Need expanded partner vetting capabilities

SPE allows companies to:

- Minimize partner-vetting costs and streamline processes
- Reduce organizational risk
- Make informed decisions faster
- Protect brand and site reputation
- Avoid placement of excessive controls for service providers
- Provide tighter assurance of trust to their customers

TRUSTe's Service Provider Evaluation service:

- Reveals online and offline data management practices
- Identifies all service providers operating on your site and their online relationship
- Verifies and assesses strength of privacy practices against recognized best practices and/or laws
- Confirms validity of security certifications and trust marks
- Validates site reputation thereby protecting company reputation
- Scans for malicious content and tracking technologies on service provider sites to protect user information
- Builds and maintains a database of common service providers to help with rapid decision making

DID YOU KNOW?

1. Buyers of outsourced services:
 - Remain responsible for the data
 - Must perform regular audits
 - Must not rely solely on legal agreements
2. Only 22% of companies have an inventory of all 3rd parties handling sensitive data. *PWC, 2008 Global State of Information Security*
3. 60%+ spent 3,000 hours, and 20% spent 10,000 to 30,000 hours a year on vendor risk assessment. *Gartner survey October 2008*

SPE DASHBOARD SAMPLE

Vendor Name: **MarketResearchCo**

Date of Assessment: **MM/DD/YYYY**

CATEGORY	RISK LEVEL	COMMENTS
Privacy Practices: Web Bugs	●	<ul style="list-style-type: none">• 2 web beacons from MarketResearchCo's partners• No 3rd party frames or cookies• 2 3rd party scripts providers• 15 3rd party providers link from this site.
Privacy Practices: Data Collection Forms	●	None of the forms that collect PII have a link to the privacy policy; one requires sensitive PII but is not protected by SSL: http://www.MarketResearchCo.com/main.asp
Data Management Practices (Collection, Encryption, Storage and Sharing)	●	<ul style="list-style-type: none">• SAS Type II and ISO 27001 certified and valid through 12/31/10• Data management practices are well defined• Encrypts sensitive data• Defined process for access to employee and customer data
Reputation (IP address, WHOIS, SSL provider, shopping cart, eMail, blacklist & ISP providers)	●	<ul style="list-style-type: none">• The 3rd parties are established business and well known• MarketResearchCo is not on any blacklists or rated as having a "bad" reputation
Trustmarks, SSL, Security & Other Certifications	●	This site does not appear to be certified by any company
Site Safety	●	Dynamic and static detection reveals that no malicious content
Comments <ul style="list-style-type: none">● No privacy policy for www.MarketResearchCo.com, www.MarketResearchCoffers.com and www.MarketResearchCoInteractive.com. Client should verify its data collection, storage and use policies.		

Sample SPE results in a dashboard view. The dashboard is accompanied by a more detailed and comprehensive vendor report.

EXAMPLES OF SPE USAGE

Company A has multiple partners and a dynamic Web site. The company wanted an inventory of all 3rd party links on its Web site to verify their data collection practices and active status. The company used SPE to better understand their users' interaction with its service providers (e.g. web beacon, links, frames, cookies etc.) on each and every Web page to ensure its data collection procedures were consistent with company privacy practices.

Company B works with an ever-changing group of service providers and wanted to verify their partners' compliance with the company's established privacy practices. A SPE assessment revealed the online and offline data management practices of each service provider, allowing the company to verify compliance against signed agreements and adjust controls reducing vendor management costs and data breach risk.

Company C, a marketing company with multiple, short-term partnerships, often lacked the resources to properly evaluate a service provider before the relationship was formed. The company utilized SPE to supplement their in-house vetting capabilities, reduced assessment time and lowered organizational risk.

SPE is available as a beta module of TRUSTe's well-regarded Web Privacy Seal program.

If you are a service provider that would like to be part of TRUSTe's Service Provider database contact us at ServiceProviders@TRUSTe.com.

Learn More

To learn more about TRUSTe Service Provider Evaluation service and other TRUSTe solutions, contact your TRUSTe Account Manager or any TRUSTe representative.

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