



TRUSTed Ads is endorsed by the Digital Advertising Alliance (DAA) and uses the Advertising Option Icon.

Learn More: truste.com/ads

OUR CLIENTS

Thousands of brands already rely on TRUSTe for online privacy certification:

- AOL
- Apple
- AT&T
- Best Buy
- Comcast
- Disney
- eBay
- Facebook
- Forbes
- Groupon
- IBM
- Intuit
- Hasbro
- HP
- LinkedIn
- Microsoft
- Nestle
- NFL
- Monster
- New York Times
- Oracle
- Pfizer
- Sony
- Verizon
- Walt Disney
- Yelp

TRUSTed Ads

TRUSTed Ads is the leading, DAA-approved, technology platform for OBA compliance, now serving over 10 billion compliant impressions a month. TRUSTed Ads is also the only compliance platform to leverage TRUSTe's global privacy brand and reputation for consumer protection that has been built from over a decade of experience.

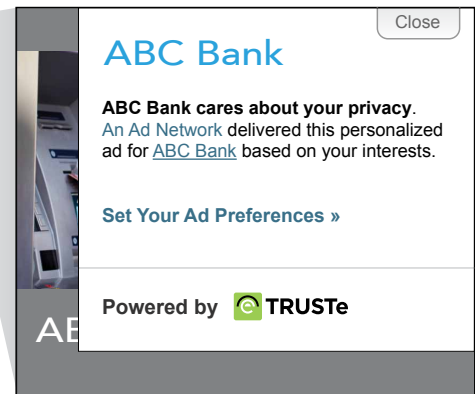
Advertisers, publishers and service providers can use TRUSTed Ads to achieve reliable, scalable, and cost-effective compliance with the DAA *Self-Regulatory Program for Online Behavioral Advertising*, Federal Trade Commission guidelines, and emerging international standards.

HOW IT WORKS

For Advertisers

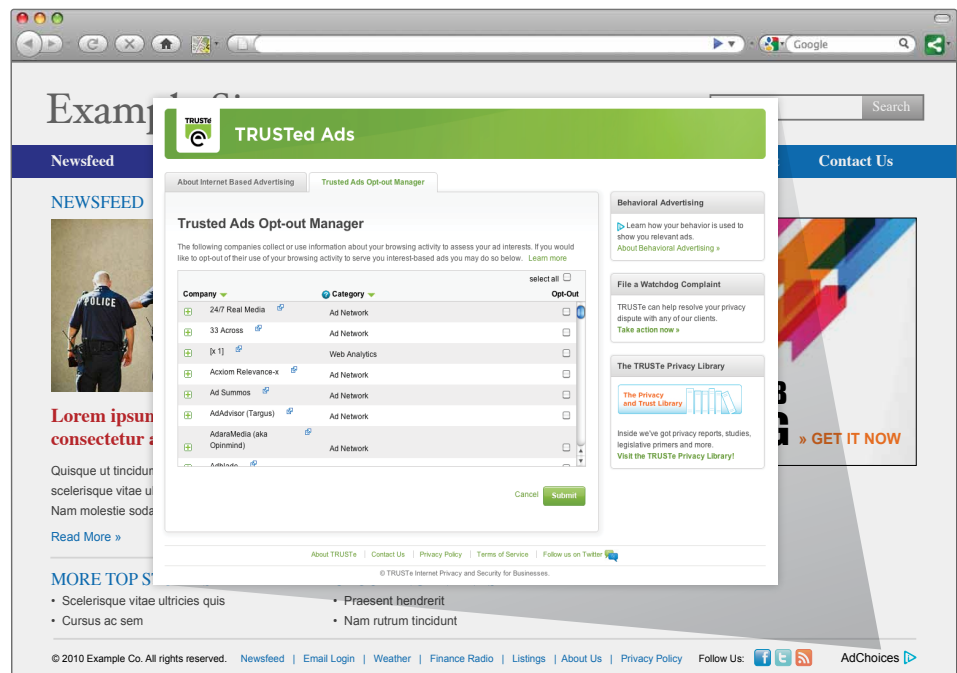


A lightweight ad tag embeds the industry standard Advertising Option Icon on or near an advertisement.



When clicked the icon launches an in-ad privacy notice that allows consumers to learn more or exercise advertising choices.

For Publishers



Publishers can implement TRUSTed Ads anywhere on a page with a simple HTML code insert. Website publishers can use the Advertising Option Icon or an icon/textual notice of their choosing.

When clicked, the icon opens a TRUSTe-powered pop-up that provides consumers with ad privacy notice and the opportunity to opt-out of behavioral advertising

FEATURES

Compliance Reporting

Generate comprehensive, on-the-fly reports to demonstrate your compliance to partners, industry bodies and regulators.

Largest OBA Database

TRUSTe has crawled the web for years and amassed the industry's largest tracker database, allowing us to provide you with the most comprehensive opt-out coverage.

Collision Avoidance

TRUSTe's proprietary technology offers the most sophisticated means for collision avoidance, ensuring your ads are always compliant and never broken.

Turn-Key Implementations

We've pre-integrated TRUSTed Ads with major ad platforms like AdSafe, AdXpose and PointRoll, allowing our clients to quickly "turn on" compliance through these platforms.

Dispute Resolution

We've extended our acclaimed privacy dispute resolution services to TRUSTed Ads, allowing you to confidentially resolve consumer privacy issues before they escalate.

WHAT SETS US APART



Largest DAA Compliance Footprint

We serve over 10 billion impressions a month and work with top brands, DSPs, networks, publishers and aggregators.



An Unrivaled Consumer Privacy Brand

Over the past decade we've worked with thousands of companies to self-regulate privacy and have developed a strong consumer brand - 82 percent of consumers trust our privacy seal when they see it online.



Recognized Leadership Role

TRUSTe is the only OBA compliance provider recognized in the FTC's seminal 2010 privacy report and the only provider with over a decade of experience in federal privacy developments.



Battle-Tested, Scalable Technology

The TRUSTe platform is highly scalable and has been proven in every ad environment. We're constantly innovating so we can continue to provide the most advanced, reliable technology to our clients.



Most Flexible, Customizable Solution

We recognize one size does not fit all and we'll work with you on messaging, UI, and branding to develop an OBA compliance solution for your company.



Only Provider With Browser Protection

We work with major browser providers to ensure our clients aren't unfairly blocked by Do Not Track implementations. Most recently, Microsoft named TRUSTe an approved provider of Tracking Protection Lists for Internet Explorer 9.

Learn More

To learn more about TRUSTed Ads and other TRUSTe solutions, contact your TRUSTe Account Manager or any TRUSTe representative.