



## TRUSTe CASE STUDY

# TALEO

## Providing Credibility and Trust in B2B Markets

### TRUSTe SEAL ON TALEO.COM

Taleo is the leader in on-demand unified talent management solutions that empower organizations of all sizes to better manage recruitment and employee performance processes. Over 4,200 organizations use Taleo for talent acquisition and performance management, including 46 of the Fortune 100 and over 3,500 small and medium-sized businesses across 200 countries and territories.



### SUPPORTING TRUSTED RELATIONSHIPS WITH OTHER BUSINESSES

- Taleo has been a loyal TRUSTe member since 1999
- Taleo is certified in Web Privacy Seal and EU Safe Harbor
- Taleo has worked with TRUSTe to ensure that its privacy practices are well integrated with its information security practices



**Taleo's privacy statement highlights its TRUSTe Web Privacy and EU Safe Harbor certification**

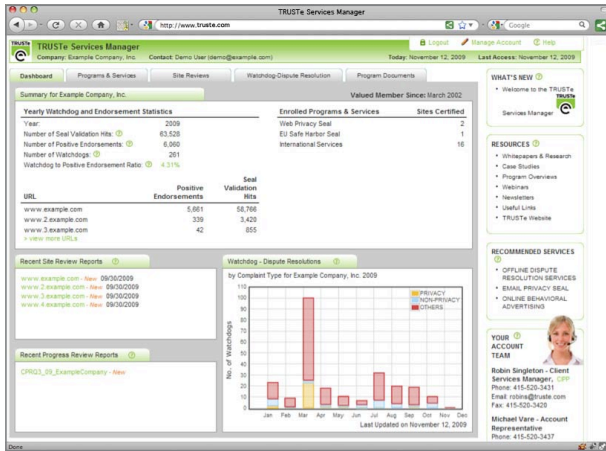
### LEVERAGING TRUSTe'S SEAL & SUPPORT

For the past 10 years, TRUSTe certification has helped Taleo build and maintain customer confidence in its data privacy management practices. Taleo processes the sensitive Personally Identifiable Information (PII) of online job applicants and employees on behalf of other businesses around the world. Given the confidential nature of this data, Taleo undertook a multi-step process in preparation for TRUSTe certification. With TRUSTe's help Taleo designed and implemented privacy policies and procedures, introduced technologies to support these frameworks, trained employees on best practices and implemented monitoring and reporting tools.



**"TRUSTE HAS HELPED TALEO BECOME THE LEADER IN TALENT MANAGEMENT SERVICES. CUSTOMERS DEMAND PRIVACY ASSURANCE AND THE TRUSTE PROGRAM ENABLES TALEO TO FURTHER DEMONSTRATE IT MEETS AND EXCEEDS THEIR REQUIREMENTS."**

*Martin Dubois, Sr. Information Security Officer, Taleo*



**TRUSTe Services Manager portal helps Taleo proactively manage compliance against program requirements.**

To maintain compliance with program standards Taleo utilizes the TRUSTe Services Manager portal to review the results of regular site scans verifying site privacy and security. As a further sign of Taleo's commitment to best privacy practices the company provides its users with a link to a consumer feedback service used to detect any potential privacy and security breaches before they become an issue.

## PARTNERS IN GROWTH

Since 1999, Taleo has relied on TRUSTe's expertise for best practices in privacy for its global business and is certified with the Web Privacy seal. Taleo is also certified against the European Union Safe Harbor program which helps assure customers, especially those located in European Union and Switzerland, that Taleo will adequately process confidential HR data on their behalf. Finally, Taleo takes advantage of the annual TRUSTe certification process to test their internal systems and processes.

## CONTACT US

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