



ABOUT TRUSTe

TRUSTe is the trust authority behind the Trusted Download certification program, bringing informed consumer choice and accountability to adware applications. TRUSTe operates the world's largest privacy seal program providing standards, certification, monitoring and dispute resolution for more than 2,000 Web sites. Annually, thousands of internet users turn to TRUSTe's Watchdog Dispute Resolution system to report and resolve misuse of personally identifiable information.

Why Prove Your Software is Spyware Free?

The Trusted Download Program (TDP) is the first software standards program in the industry. The program directs software distribution opportunities and advertising dollars to programs and affiliate networks that respect consumer choice.

Certified applications are published on the only industry-recognized safe-software whitelist. Content and search providers, anti-spyware vendors and online advertisers may use the whitelist as a tool to help make business decisions related to advertising, partnering and distributing software products.

The program allows companies to demonstrate:

- Transparent distribution practices
- Clear disclosure and informed consent prior to download
- Clean uninstall
- Respect for the end-user

WHAT ARE THE BENEFITS?

- Join the only industry-recognized safe-software whitelist
- Build your reputation and increase consumer confidence
- Prove your software is spyware free
- Open doors to major advertisers and partners
- Reassure distribution partners and increase downloads

STAND BEHIND YOUR DOWNLOAD

The recently launched Trusted Download Program beta seal will help you increase confidence at the point of download, alerting consumers of the software's "trusted" standing. Your customers will feel more secure knowing that you abide by industry best practices.

JOIN THE LEADING BRAND IN PRIVACY

The certification process, pricing, and monitoring are customized to your software application features, data collection, and distribution practices. Schedule a free, half-hour evaluation with Heather Dorso at 415-520-3405 or hdorso@truste.com.

After initial evaluation:



1. Download and submit completed application materials; Self-Assessment, Certification Agreement, Payment and copy of software version to be certified.



2. TRUSTe conducts a review of all disclosures, reviews application behavior against requirements and issues a findings report.



3. Implement changes and resubmit to TRUSTe for review.



4. TRUSTe will issue a pass/fail notice. Certified applications are placed on the whitelist and eligible applications receive the TRUSTe TDP Seal to place at the point of download.



5. The monitoring phase for program compliance begins.

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 Web site
- *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.

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