Without a P3P compact policy, your Web site could lose functionality,
visitors and of course, profits.

The good news is by solving P3P,
we can help your Web site gain functionality, visitors and of course, profits.

THE P3P
COMPLIANCE PROGRAM

One of the most important documents a company can create today is a P3P compact policy. But it's only the beginning to privacy compliance.

Internet Explorer 6 is going to change the privacy paradigm on the Web. Its P3P technology helps a consumer evaluate the privacy risks of sites using 3rd party cookies and content. Sites that fail to create compact policies or evaluate their English language privacy policies in light of IE6 face a multitude of issues, from loss of visitors to possible litigation.

There are other problems. Once a company creates a compact policy, an XML policy or an English language privacy policy, then legislation and technology can change. So policies that were in compliance one day are suddenly out the next.

Companies with large Web sites find themselves managing a multitude of compact policies. And changes to the English language policy means they have to store the old version in case disputes arise.

All this is why Privacy Council is launching the P3P Compliance Program. With it a company can create, manage and inventory all their policies while staying current with all legislation and technology issues that might affect them.

The P3P Compliance Program. It's not just the easiest way to privacy compliance. It's also the smartest.

T he issues of Privacy are very real to consumers. 2001 Research has shown that 67% of regular Internet users click off at the point at which they are asked to supply personally identifiable information. This research further revealed that 26% of regular Internet users stated that they would have been more likely to provide their information had they felt assured by a privacy policy that their information would be safe.
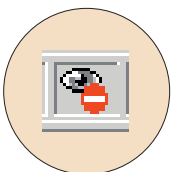
How the P3P Compliance Program works.

The P3P Compliance Program was designed to make life easier for anyone concerned
with a Web site's privacy compliance. The way it works is simple:

• We obtain management approval and buy-in with the Privacy Council program.
• We implement a Privacy Assessment of your industry and related business practices
  plus perform a technical scan of your Web site.
• We review your existing Privacy Policy, XML policy and any compact policies to
  determine what you need.
• With our proprietary Privacy Manager software, we write your P3P compact policies
  – and if necessary help you prepare a draft of a Privacy Policy – and verify them for
  consistency, completeness and appropriateness.
• We submit them to your in-house counsel or corporate attorney for review. If needed,
  we'll refer you to a privacy attorney.
• After legal approval, we publish all the policies and archive them on our server.
• The TrustPage is then posted and linked to your site.
• We provide a seal on the TrustPage that assures visitors your site is P3P compliant.

But there's more to the P3P Compliance Program than just policy generation. We
archive all the policies on Privacy Council's P3P Compliance Program servers and
manage them, to help in any dispute/resolution issues. Also, any changes in technology
or major legislation that might impact any of your policies are recognized and dealt with.
So you can be assured all policies are in compliance. And your customers know their
privacy is secure.

Benefits

**One low cost, managed solution
helps you take control of all
your compliance issues.**

**Quickly get your Web site P3P
compliant.**

**Our TrustPage increases confi-
dence of Web site visitors and
promotes purchasing.**

**Stay abreast of major policy
legislation changes that could
impact your Web site.**

**Be able to review any version
of any policy when you need to.**

**Concentrate on managing your
business, not your privacy.**

*At the first instance of a non P3P-compliant
site, IE 6.0 will pop up a dialogue box informing
the end-user of the notice. For any subse-
quent sites that customers visit where cookies
are blocked, a "red-eye" icon will appear in the
bottom toolbar.*

*Concern exists that the red-eye marker on
non-compliant sites could startle some users
and perhaps drive them away from doing
business on a particular Web site.*

*Once all the questions are filled
in, the policy generator automati-
cally creates your TrustPage and
compact policy.*

*Privacy Manager archives each
version of your TrustPage and
compact policy for future refer-
ence and protection.*

PRIVACY COUNCIL℠

Privacy Council is the world's foremost privacy solutions company, offering a range of technology, knowledge and monitoring tools to help businesses around the world more efficiently manage their data.

Privacy Scan℠
Privacy Safe℠
Managed Services
The Privacy Survival Kit™

For more information on the P3P Compliance Program or any other Privacy Council products or services, please call or e-mail:

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