

BUILDING A FRAMEWORK FOR GLOBAL TRUST

TRUST·e

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Executive Director

Privacy Symbols and Labels Initiative

TRUSTe Mission

“Dedicated to enabling individuals and organizations to establish trusting relationships based on respect for personal identity and information in the evolving networked world”

Issues with Privacy Statements

Consumers

- Too long
- Too complex
- Want more control and access
- Not actionable
- Inconsistent across network

Industry

- Does not build trust
- Comprehensive vs. Concise
- Does not work for small form media (cell phones, PDA's, etc)
- Inconsistent across network

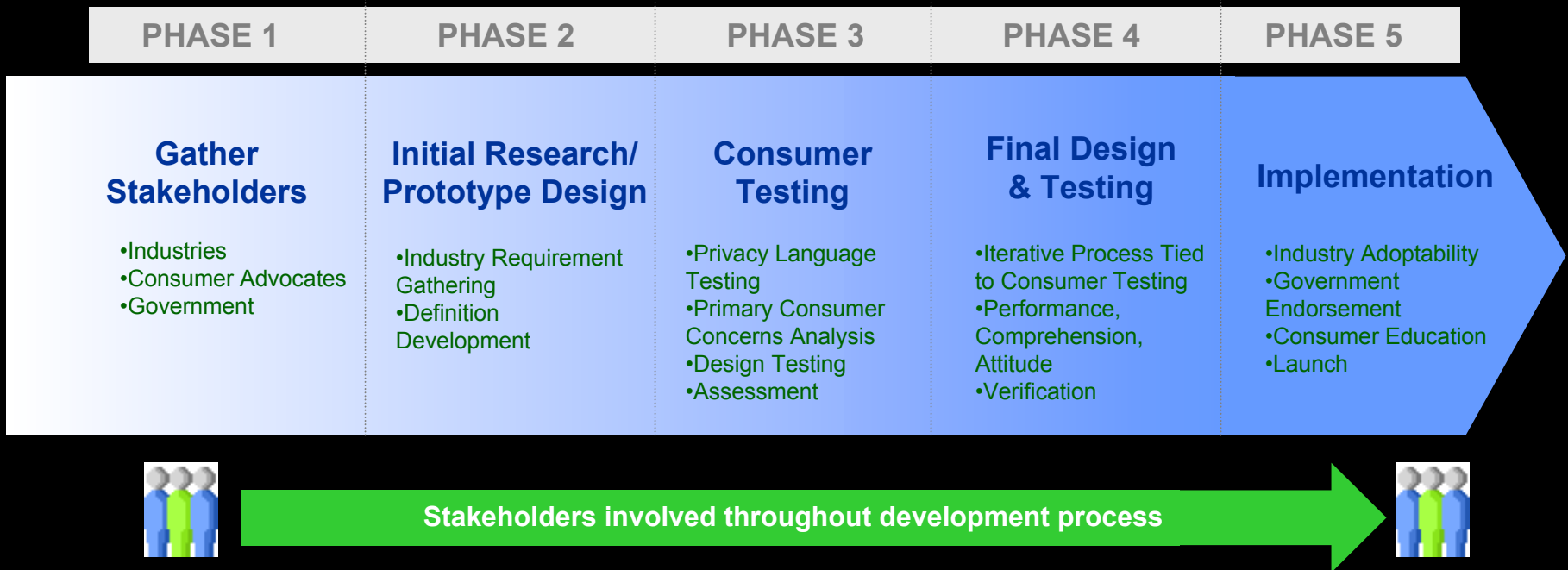
Privacy Symbols and Labels Initiative

Consumer Oriented Program:

- A simple, consistent “privacy label”
 - Empowers the consumer with more immediate, actionable information
- Easy to understand symbols, icons
 - Extends privacy protection to wireless, email, traditional markets
- An open-standard industry coalition
 - Partnership forming in conjunction with leading privacy and standards organizations
 - Joining together industry segments
 - A consumer friendly facing for P3P



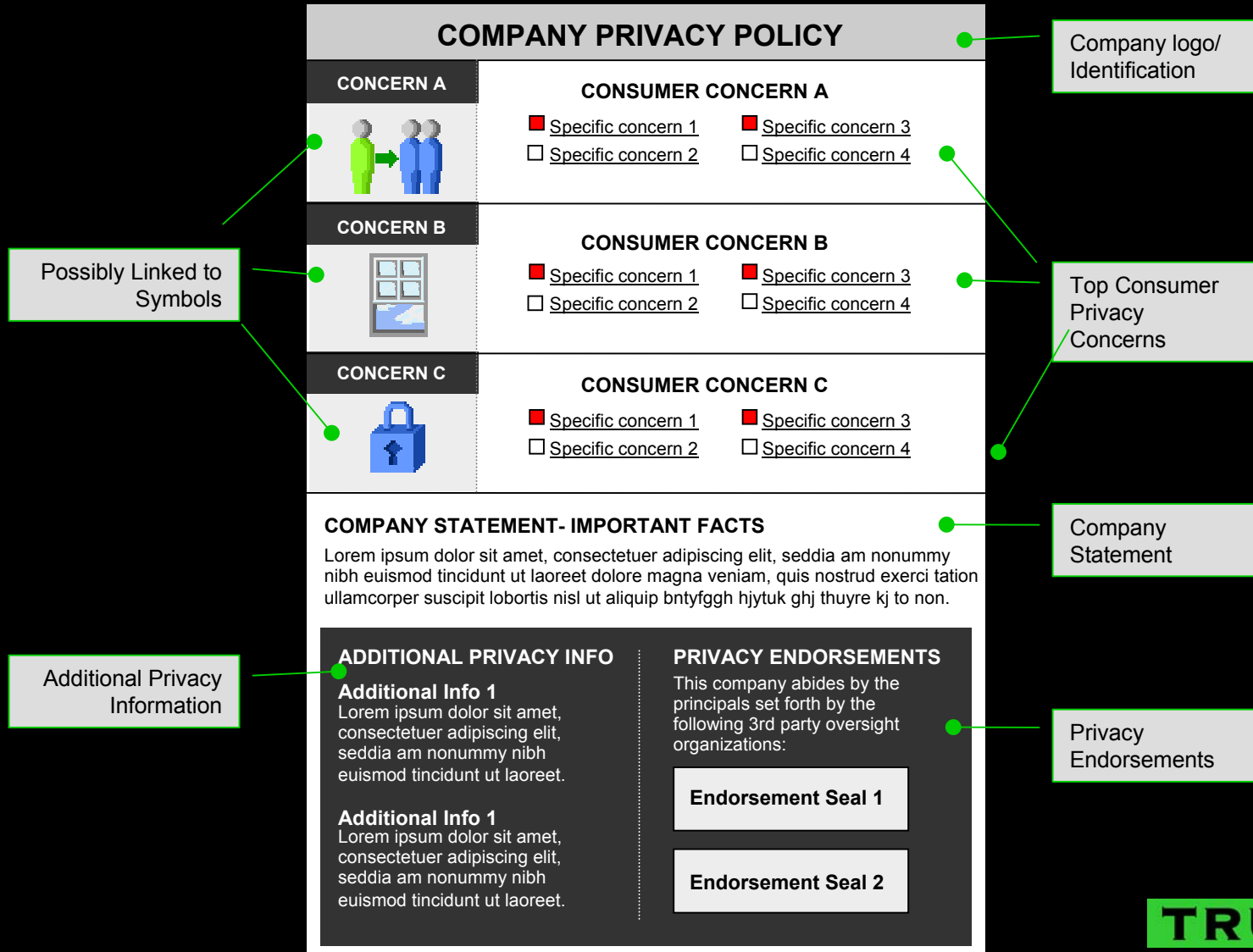
Five Phase Project Approach



Privacy Label Prototype Approach

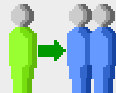


- Design Considerations
 - Allows consumers to quickly scan and digest information
 - Symbols with statements to reinforce meaning and facilitate understanding outside privacy statement
 - Action-oriented links allow consumers to directly access features such as 'opt-in' and 'opt-out' and modify personal information
 - Works with Web site design; Flexible
 - Comparable
- Information Considerations
 - Focus on top consumer concerns
 - Provides company with opportunity to make statement of privacy philosophy
 - Simple, Accessible Language
 - Action-Oriented to allow consumers to directly access PII or other items
 - Provides place for 3rd Party certification and other endorsements
 - Differentiable

The Privacy Label -- Thumbnail



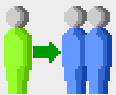




Privacy Label – Thumbnail #2

COMPANY PRIVACY POLICY

CONCERN A	CONCERN B	CONCERN C	COMPANY STATEMENT- IMPORTANT FACTS	
			Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip bntyfggh hjytuk ghj thuyre kj to non.	
<input checked="" type="checkbox"/> Specific concern 1 <input type="checkbox"/> Specific concern 2 <input checked="" type="checkbox"/> Specific concern 3 <input type="checkbox"/> Specific concern 4	<input checked="" type="checkbox"/> Specific concern 1 <input type="checkbox"/> Specific concern 2 <input checked="" type="checkbox"/> Specific concern 3 <input type="checkbox"/> Specific concern 4	<input checked="" type="checkbox"/> Specific concern 1 <input type="checkbox"/> Specific concern 2 <input checked="" type="checkbox"/> Specific concern 3 <input type="checkbox"/> Specific concern 4	ADDITIONAL PRIVACY INFO Additional Info 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Additional Info 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.	PRIVACY ENDORSEMENTS This company abides by the principals set forth by the following 3rd party oversight organizations: <div data-bbox="1386 876 1686 951">Endorsement Seal 1</div> <div data-bbox="1386 976 1686 1051">Endorsement Seal 2</div>

Privacy Label -- Scenario

DRAFT

COMPANY PRIVACY POLICY	
SHARING 	<p>Learn more about sharing practices. Learn More></p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Shared with partners for fulfillment <input type="checkbox"/> Opt out of marketing<input type="checkbox"/> Shared with partners for marketing <input type="checkbox"/> Third party profiling<input checked="" type="checkbox"/> Contact expectations available <input type="checkbox"/> Publicly Available
ACCESS 	<p>Learn more about how to gain access to your personal information. Learn More></p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Review personal info <input checked="" type="checkbox"/> Change personal info<input type="checkbox"/> Delete personal info
SECURITY 	<p>Company X uses accepted industry practices for Securing your personal information. Learn More></p> <ul style="list-style-type: none"><input checked="" type="checkbox"/> Encryption used with collection of sensitive information<input type="checkbox"/> Encryption used throughout site
COMPANY STATEMENT- IMPORTANT FACTS <p>Company X is committed to protecting the privacy of its users. Company X Has a specific policy of Opt-in for any transfer of financial information. Company X only partners with companies that abide by fair information Practices or safe harbor standards.</p>	
ADDITIONAL PRIVACY INFO <p>Tracking & Cookies Click here to learn more about How cookies and other tracking Technologies are used on this site Learn More></p> <p>Enforcement If you have been unable to resolve your privacy disputes, click here to contact the appropriate enforcement body. Learn More></p>	PRIVACY ENDORSEMENTS <p>This company abides by the principals set forth by the following 3rd party oversight organizations:</p> <p>reviewed by  </p>

Privacy Label – On Web Site

WellMed: Your Privacy

Address: <http://www.wellmed.com/wellmed/4/e0000.htm>

your privacy

COMPANY PRIVACY POLICY

SHARING Learn more about sharing practices. [Learn more.](#)

- Shared with partners for fulfillment
- Opt out of marketing
- Shared with partners for marketing
- Third party cookies
- Contact expectations available
- Publish available

ACCESS Learn more about how to gain access to your personal information. [Learn more.](#)

- Review Personal Info
- Change Personal Info
- Delete Personal Info

SECURITY Company X uses accepted industry practices for securing your personal information. [Learn more.](#)

- Encryption used with collection of sensitive information
- Encryption used throughout site

COMPANY STATEMENT-IMPORTANT FACTS

Company X is committed to protecting the privacy of its users. Company X has a specific policy of Opt-in for any transfer of financial information. Company X only partners with companies that abide by fair information practices or safe harbor standards.

ADDITIONAL PRIVACY INFO

Tracking & Cookies
Click here to learn more about how cookies and other tracking technologies are used on this site. [Learn more.](#)

Enforcement
If you have been unable to resolve your privacy disputes, click here to contact the appropriate enforcement body.

PRIVACY ENDORSEMENTS

This company abides by the principles set forth by the following 3rd party oversight organizations:

TRUSTe
site privacy statement

TRUSTe

WellMed is dedicated
to protecting the privacy, security, and confidentiality of your health information.

The information that you provide WellMed is available only to you and those you expressly authorize.

WellMed will allow you to share your personal information with others such as your doctor, emergency rooms or other health care providers as you feel is necessary in managing your health.

Please read our [privacy policy](#) for a full explanation as to how your health information will be used. Here's a summary:

- Using the data that you supply, our services provide you with customized reports and information to help you manage your health. We offer customized emails that can serve as reminders or special alerts about issues relevant to your needs. It's your choice whether to receive these emails, and you can change it at any time.
- Aggregate data are population characteristics that cannot be used to contact you or identify you. WellMed does use aggregate data to help its client corporations, health care organizations and sponsoring sites better understand the needs of their communities and design appropriate programs and activities - for example, smoking cessation or fitness programs.
- WellMed works with industry leaders to develop national standards for privacy, security and confidentiality. We actively participate in such organizations as the [Hi-Ethics Alliance](#), the [Internet Healthcare Coalition](#) and the [ASTM E31 New Activity on Consumer/Internet Health Records](#). WellMed has received privacy endorsement seals from [HON](#), [TRUSTe](#), and [BBDO](#) for our privacy policy and practices.

"Nothing is more important than people having access to their own health information in a way that is totally private and secure. So, together with Intel, we've created a credential and authorization system that allows individuals access to their health information from anywhere at any time, in a completely secure environment."

Craig Froude
President and CEO
WellMed

Connection Speed
20k | 50k | 11

Download RealPlayer

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Consumer Testing Plan – Qualitative and Quantitative Approach

- Performance
 - Usability – Did the symbol *work* on a privacy statement? In a wireless device?
 - Task: Usability and completion tests.
- Comprehension
 - Understanding – Did consumers *understand* the policy from the label?
 - Task: Online surveys and statistical analysis; Comparative analysis with current privacy statements; Definition development exercises.
- Attitude
 - Trust – Did consumers feel more comfortable on sites with label? Did they purchase/join from a company because of the label?
 - Task: Focus groups/interviews

Project Leadership

- TRUSTe role
 - Significant experience in building coalitions to address consumer privacy concerns
 - Recognized as leading privacy organization
 - Approx. 2000 Web site participants critical to launch
- Coalition building
 - Partnerships also forming with other privacy and standards organizations
 - Advisory Committee of industry, advocates, and consumer organizations
- Project organization
 - Develop goals and milestones, business planning
 - Ongoing support and product development
- Staff and other resources to ensure success
 - Project and product management
 - Information and creative design
 - Marketing and consumer education

Call to Action

- **Government:**
 - Endorse and use influence to support industry initiatives and educate consumers. Industry may not take action unless prodded.
- **Industry:**
 - Participate by adding your intellectual and financial resources, and adopt standards once created. Inaction will be far more costly.
- **Consumer Advocates:**
 - We need your participation to ensure that new framework is consumer friendly

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