Who is TRUSTe?

- Founded in 1997 as non-profit
- Series A Accel, 2008, Series B 2010
- ~4,000 Customers Globally

Comprehensive privacy certifications and compliance solutions for:

- Websites
- Advertising
- Mobile apps
- Cloud
Opt-out can be presented at industry, brand, business unit, ad level.
Trusted Data Collection Certification

- New 3rd Party Data Collection Certification
- Foundation for Browser Protection Programs
- Complements self-regulatory programs, but extends beyond just OBA
- Includes audit components + ongoing external monitoring

GA 4/1: ~15 certified domains in ALLOW and ~100 Blocked
Compliance: Definition

- **What compliance aspects should be monitored?**
  - When I say stop, TrackerCoX does not collect or use (and possibly delete any existing) browser history unless I later say it is OK

- **What this means technically:**
  - TrackerCoX accepts and honors the DNT header, i.e. Stops collecting data
  - A “non-OBA” ad is served
  - Optionally: A response header could be sent to the browser
Compliance: External approaches only?

- But how does an external party really know this is occurring?
  - Data operations are essentially black box operations
  - You cannot tell an ad is OBA or not with 100% certainty
  - Presents a need for accountability or “compliance”
- Internal vs. External methods
  - External: defined as observing behavior from ad server on a given page
  - Operational reporting can provide metrics for compliance much like icon program
  - But can approach be 100% external and enable consumers to still trust?
Compliance: Some basic thoughts

• Some form of extra transparency is needed to this technical solution
  – Confirm compliance with DNT at the database level
  – Audit most likely an element to some degree
  – Exposure of consumer’s profile another approach

• Align compliance program specifics with what consumers expect
  – Shortcuts, simplicity, trusted brands
  – Reward compliant companies with second choice with consumers

• Identify those not complying with a given approach (Header)
  – default block them: But will incent bad actors to simply say they are complying when they are not
  – Create a new feature “certified” tracker, offer higher level of granularity
Some ideas around consumer consumption of compliance

• Offer basic check box for overall preference
• Consider Red/Yellow/Green approach
  – Red – advertising
  – Yellow – analytics
  – Green - security
• Need for categorization mechanism/registrar
  – Again, 3rd party databases or industry groups can host
• Provide an elite option for transparency / certification
  – Those looking for an exception: Tell the truth
  – Trusted brands
One example concept

TRUSTe's Privacy Client provides you with control around which companies collect your browsing history for the purposes of analytics and ad targeting.

- **Enable Tracker Blocking**
  This will block all trackers that collect information and serve targeted ads except those you choose to allow below. Note: You will still continue to see ads, but they will not be served using any profile that was assembled from collecting your browsing history.

- **Allow TRUSTe Certified Trackers**
  This feature will override any preference you have previously provided for the DNT header.
  TRUSTe recommends allowing select, high quality companies who comply with our third party data collection requirements to continue collecting data for the purpose of delivering quality relevant ads. [see full list](#)

- **Allow Additional TRUSTe Recommended Trackers**
  TRUSTe recommends you also allow select trackers with well-documented privacy practices in order to ensure common web features (such as Google Analytics and Facebook Connect) continue to function normally. [see full list](#)

### Tracker Blocking Table

<table>
<thead>
<tr>
<th>Allow</th>
<th>Domain</th>
<th>Company</th>
<th>DNT Compliant</th>
<th>TRUSTe Certified</th>
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</tbody>
</table>
And let’s not forget about mobile and Native apps

Are you aware that advertisers are tracking your mobile activities and delivering ads targeted to you based on your behavior?

- Not aware: 32%
- Aware: 68%

Are you interested in being able to opt in or out of targeted mobile ads?

- Yes: 85%
- No: 10%
- Not sure: 5%

Feelings About Advertiser Tracking

- I like advertiser tracking: 74%
- I neither like nor dislike being tracked: 22%
- I do not like to be tracked: 1%
- Not important at all: 1%

BASE: Total Qualified Smartphone Users (n=1000)
Q1040 Are you aware that advertisers are tracking your mobile activities and delivering ads targeted to you based on your behavior?
Q1045 How do you feel about being tracked by advertisers on your mobile phone?
Q1050 Are you interested in being able to opt in or out of targeted mobile ads?