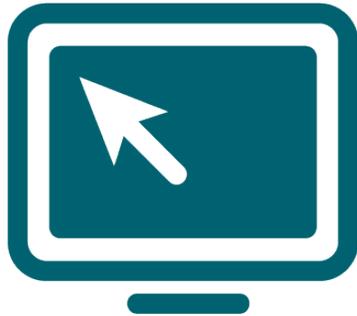


## Who is TRUSTe?



- 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

# DAA Preference Manager



**Consumer Education** (points to 'Trusted Ads' logo)

**Browser Protection Plug-in** (points to 'TRUSTe Privacy Plugin' button)

**Watchdog** (points to 'File a Watchdog Complaint' box)

**Consumer Education** (points to 'The TRUSTe Privacy Library' box)

**Opt-out can be presented at industry, brand, business unit, ad leel**

Company	Category	Opt-out
24/7 Real Media	Ad Network	<input type="checkbox"/>
33 Across	Ad Network	<input type="checkbox"/>
[x + 1]	Web Analytics	<input type="checkbox"/>
Acxiom Relevance-x	Ad Network	<input type="checkbox"/>
AdAdvisor (Targus)	Ad Network	<input type="checkbox"/>
AdaraMedia (aka Opinmind)	Ad Network	<input type="checkbox"/>
Adblade	Ad Network	<input type="checkbox"/>
AdBrite	Ad Network	<input type="checkbox"/>
AdBuyer	Ad Network	<input type="checkbox"/>
AdChemy	Ad Network	<input type="checkbox"/>

# Trusted Data Collection Certification



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



TRUSTe is the leading online privacy certification and services provider. TRUSTe's TRUSTed Tracking Protection List enables relevant and targeted ads from companies that demonstrate respectful consumer privacy practices and comply with TRUSTe's high standards and direct oversight. TRUSTe helps users get good ads, without compromising personal privacy.

[Visit the TRUSTe website for more information about this Tracking Protection List.](#)

[Add TPL](#)

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Microsoft

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

- 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, ie. 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, 3<sup>rd</sup> 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



Site Privacy Tracking Preferences

Tracker Blocking Tracker Details

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](#)

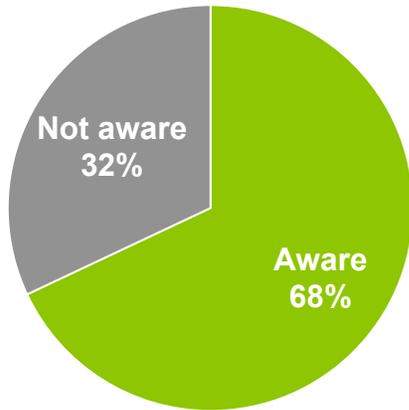
Search Trackers

Allow	Domain	Company	DNT Compliant	TRUSTe Certified
<input checked="" type="checkbox"/>	.googleads.g.doubleclick.net	Google	✓	
<input checked="" type="checkbox"/>	.pubads.g.doubleclick.net	DoubleClick	✓	
<input checked="" type="checkbox"/>	.doubleclick.net	DoubleClick	✓	
<input type="checkbox"/>	.pointroll.com	Pointroll		
<input type="checkbox"/>	.ads.pointroll.com	Pointroll		
<input type="checkbox"/>	.scorecardresearch.com	ScorecardResearch		
<input type="checkbox"/>	.revsci.net	Revsci		

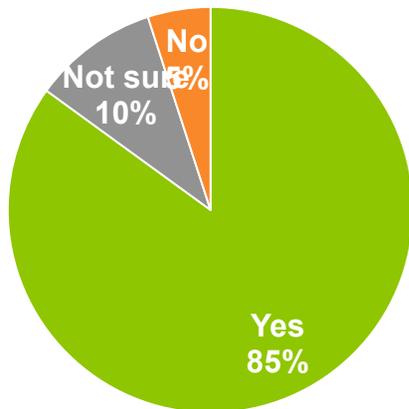
Close

# And let's not forget about mobile and Native apps

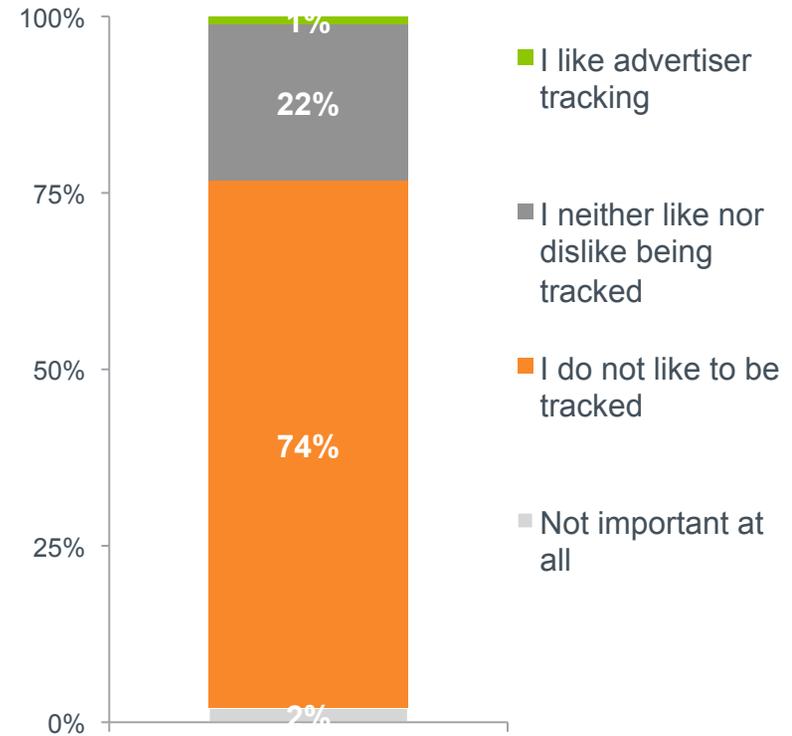
Are you aware that advertisers are tracking your mobile activities and delivering ads targeted to you based on your behavior?



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



Feelings About Advertiser Tracking



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?