

TRUSTe Seal Implementation Guidelines

Appendix

- I. TRUSTe Seal Implementation Guidelines
- II. TRUSTe Privacy Feedback Button Implementation Guidelines

TRUSTe SEAL IMPLEMENTATION GUIDELINES

Displaying the TRUSTe Hosted Seal

You will receive the TRUSTe HTML Seal Code to embed into your organization's web page code. The HTML code(s) align with the Assurance Program(s) your organization has been certified or verified under. If your organization participates in multiple programs you may receive HTML code for each of the programs your organization participates in.

The TRUSTe HTML Seal Code may be provided to your organization's web development team for deployment with instructions to implement the seal on authorized privacy notices and digital properties.

Online Privacy Notice

The TRUSTe seal must only be placed on a Privacy Notice that 1) is within the Assurance Program(s) certification or verification scope and 2) has been reviewed and approved by TRUSTe.

Mobile Privacy Notice

The TRUSTe seal may be placed on the Privacy Notice within a mobile application that 1) is within the Assurance program(s) certification or verification scope and 2) has been reviewed and approved by TRUSTe.

Universal Footer

The TRUSTe seal may be placed on the Universal Footer of a digital property that 1) is within the Assurance program(s) certification or verification scope and 2) has been reviewed and approved by TRUSTe.

Note: Your certification project manager will provide you with the TRUSTe HTML Seal Code in a separate document.

All TRUSTe seals must be hosted and served by TRUSTe and link to your organization's TRUSTe Validation Page. The TRUSTe seal must not be changed or altered in any way. The TRUSTe seal may only be displayed in the manner expressly instructed by TRUSTe.

TRUSTe HTML Seal Code Example

Your TRUSTe HTML Seal Code will generate the seal that corresponds to the Assurance Program(s) your organization was certified or verified against. Clicking on the seal will direct users to your organization's TRUSTe Validation Page. The code you receive must be implemented in its entirety. Below is an example of the TRUSTe HTML Seal Code:

Sample code:

```
<div><a href="//privacy.truste.com/privacy-seal/validation?rid=25bfd70a-fe13-473e-9a60-0557f9d652e4"
target="_ blank"></a></div>
```

Note: The above code is an illustrative example and does not generate an image. Your organization's TRUSTe HTML Seal Code will be provided to you by your organization's certification project manager in a separate document.

Optimizing Seal Load-Time

To keep load times to a minimum, your organization's TRUSTe HTML Seal Code does not contain a specific https protocol; instead, it defaults to the page default (http vs. https).

If you notice a slowdown on pages displaying the TRUSTe Privacy Seal then examine the page's HTML code. If the original seal HTML code was modified, or https protocol was specifically added, then replace it with the original code to resolve load time issues.

TRUSTe Privacy Seals(s)

TRUSTe offers a range of Assurance Programs, each with a corresponding Seal.



Translated TRUSTe Seals

If the TRUSTe seal is to be displayed on a foreign language Privacy Notice and you want to display a TRUSTe seal in that same language, please let your certification project manager know. We can provide hosted seal code that displays the TRUSTe seal in the language of the Privacy Notice. The translated TRUSTe seal will link to a translated version of your organization's TRUSTe Validation Page.

Ongoing Monitoring of Seal Code Implementation

As part of our ongoing monitoring process, the TRUSTe Quality Improvement Team will inspect the TRUSTe HTML Seal Code placed on your Privacy Notice and digital properties. This process will confirm the seal image is only placed on authorized digital properties and approved Privacy Notices, remains hosted by TRUSTe, and directs to your organization's TRUSTe Validation Page. TRUSTe needs to maintain control of its trademark seal and validation page at all times to maintain the integrity of its Assurance Programs and further assure public facing communications of your company's certification or verification status is accurate and timely.

PRIVACY FEEDBACK BUTTON IMPLEMENTATION GUIDELINES

You may receive the TRUSTe HTML Privacy Feedback Button Code to embed into your organization's web page code. The HTML code aligns with your participation in the TRUSTe Dispute Resolution program.

Displaying your TRUSTe Privacy Feedback Button

The Privacy Feedback Button may be placed on authorized privacy notices and digital properties where TRUSTe is providing dispute resolution services provided that the Privacy Notice includes the appropriate dispute resolution language.

The TRUSTe HTML Privacy Feedback Button Code may be provided to your organization's web development team for deployment with instructions to implement the seal on authorized privacy notices and digital properties.

Optimizing Seal Load-Time

To keep load times to a minimum, your organization's TRUSTe HTML Privacy Feedback Button Code does not contain a specific https protocol; instead, it defaults to the page default (http vs. https).

TRUSTe Privacy Feedback Button

