TrustArc

Top 6 essentials for a modern Trust Center

1 No coding and easily configurable

Privacy, legal, and security experts shouldn't have to get under the hood of their organization's website to make policy updates, nor should they have to work with multiple teams (marketing, development, etc.). A modern Trust Center is user-friendly for privacy, legal, and security teams and integrates features such as customizable templates and no-coding-required updates to **simplify trust and safety content management**.

2 Intuitive customer interactions

A modern Trust Center needs to **provide easy access to a range of important documents**, from terms of use to personal data rights management. By making the navigation user-friendly and organizing information into clear sections, the user experience is significantly enhanced, which in turn boosts trust and credibility. A positive customer journey is key to building lasting trust and brand loyalty.

3 Consolidation of all things trust and safety

A modern Trust Center simplifies compliance by centralizing security, privacy, and legal information in one place, under a single URL. By integrating diverse content and consumer rights into a consolidated place, you can simplify compliance processes for all stakeholders, from end-users managing preferences to vendors accessing certifications and legal centers. The result: **enhanced transparency, improved compliance, greater efficiency, and satisfaction**.

4 Access to public and private information

Your trust strategy needs a clear plan for deciding which documents to make public and which to keep private. An effective Trust Center should make it easy to tell if a document is public or private, with little effort needed by internal teams. A self-service portal within the Trust Center allows for **easy access to public documents** like privacy policies and certifications, along with **secure access to private documents** for authorized individuals.

5 Consistent update mechanism

Regular updates in Trust Centers are essential to stay compliant with changing regulations and **maintain real-time availability of information**. Use a direct communication approach in your Trust Center to keep stakeholders updated on policy changes, regulatory shifts, subprocessor disclosures, and new privacy practices. This can be done through email alerts or a specific updates section in your Trust Center.

6 Customizability and branding

Aligning your Trust Center with organizational branding enhances the user experience and reinforces brand values. Customizing color schemes, logos, and fonts that match seamlessly with the rest of your website ensures a seamless brand experience, strengthening the connection with your brand. Choose a Trust Center that has **strong design features that are easy to configure to reflect your brand identity**.

Bridge the customer trust gap.

Find out how a Trust Center can help your organization build trust: download the ebook at **TrustArc.com/TCebook**.