Assess privacy risk against globally recognized privacy frameworks, demonstrate compliance, and build trust.

Convincing customers and business partners that they can trust you with their data is important in a new world of heightened data privacy awareness. Preventing incidents is critical to your company’s credibility, brand reputation and bottom line. Strong privacy and data governance management practices are required to ensure that your organization is collecting and using data in a manner that demonstrates responsible data collection and processing practices consistent with regulatory expectations and external standards for privacy accountability.

TRUSTe Enterprise Privacy & Data Governance Practices

TRUSTe Enterprise Standards are based on the Standards set forth in the TrustArc Privacy & Data Governance Framework, which is based upon recognized laws and regulatory standards. The Framework aligns with the OECD Privacy Guidelines, the APEC Privacy Framework, the EU General Data Protection Regulation (GDPR), the U.S. Health Insurance Portability and Accountability Act (HIPAA), ISO 27001 International Standard for Information Security Management Systems and other privacy laws and regulations globally. The assessment uncovers privacy risks and provides detailed recommendations, so that your organization can take specific steps to close gaps and mitigate risks.

Assessment Process

Privacy Review
The first step is to define the assessment scope by business units, or product and / service line. A member of the Global Privacy Solutions team works with you to efficiently guide discovery of necessary information, including relevant data flows and evaluation of your company’s privacy policies and practices against relevant standards.

Policy and Procedure Review
The Assessment is augmented with information gleaned from a review of your company’s policies and procedures to demonstrate the effectiveness of control procedures.
Findings Report
A findings report is delivered which includes a gap analysis, risk summary and remediation recommendations. The report outlines actionable steps required to achieve compliance.

Searchable Audit Trail
All assessment work and supporting documentation is available in the TrustArc platform in a searchable, central repository - providing a way to respond to inquiries and demonstrate compliance for internal / external audits.

Ongoing Monitoring and Guidance
TRUSTe will conduct ongoing compliance monitoring during the certification period. Your company also will have access to privacy experts for ongoing policy guidance along with educational webinars, events, whitepapers, client advisories, privacy tips and research.

Dispute Resolution
Access to third-party dispute resolution service, which helps efficiently manage privacy inquiries from customers and addresses dispute handling compliance requirements.

TRUSTe Privacy Feedback Button
The Privacy Feedback Button may be placed on your company’s Privacy Notice and links to a mechanism for consumers to submit questions or feedback. The Button will help demonstrate to consumers, business partners and regulators that your organization uses a proven process to manage privacy related questions or concerns.

Certification Process

Remediation / Validation
Assistance with necessary remediation steps, including providing relevant templates and process change advice. We then validate that your company’s privacy notices accurately reflect your updated privacy practices and are consistent with applicable standards.

Letter of Attestation
As proof of TRUSTe Certification, an official Letter of Attestation can be shared with your business partners, providing your company with competitive differentiation.

TRUSTe Certified Privacy Seal
After completing the required changes, we authorize your use of the TRUSTe Certified Privacy seal for display on approved privacy notices and digital properties linking to that notice. The seal is hosted and linked to a TRUSTe Validation Page to provide real-time verification along with an easily understood consumer notice that your company meets globally recognized privacy requirements.

About TrustArc
TrustArc powers privacy compliance and risk management with integrated technology, consulting and TRUSTe certification solutions – addressing all phases of privacy program management. Headquartered in San Francisco, and backed by a global team, we help over 1,000 clients worldwide demonstrate compliance, minimize risk, and build trust.