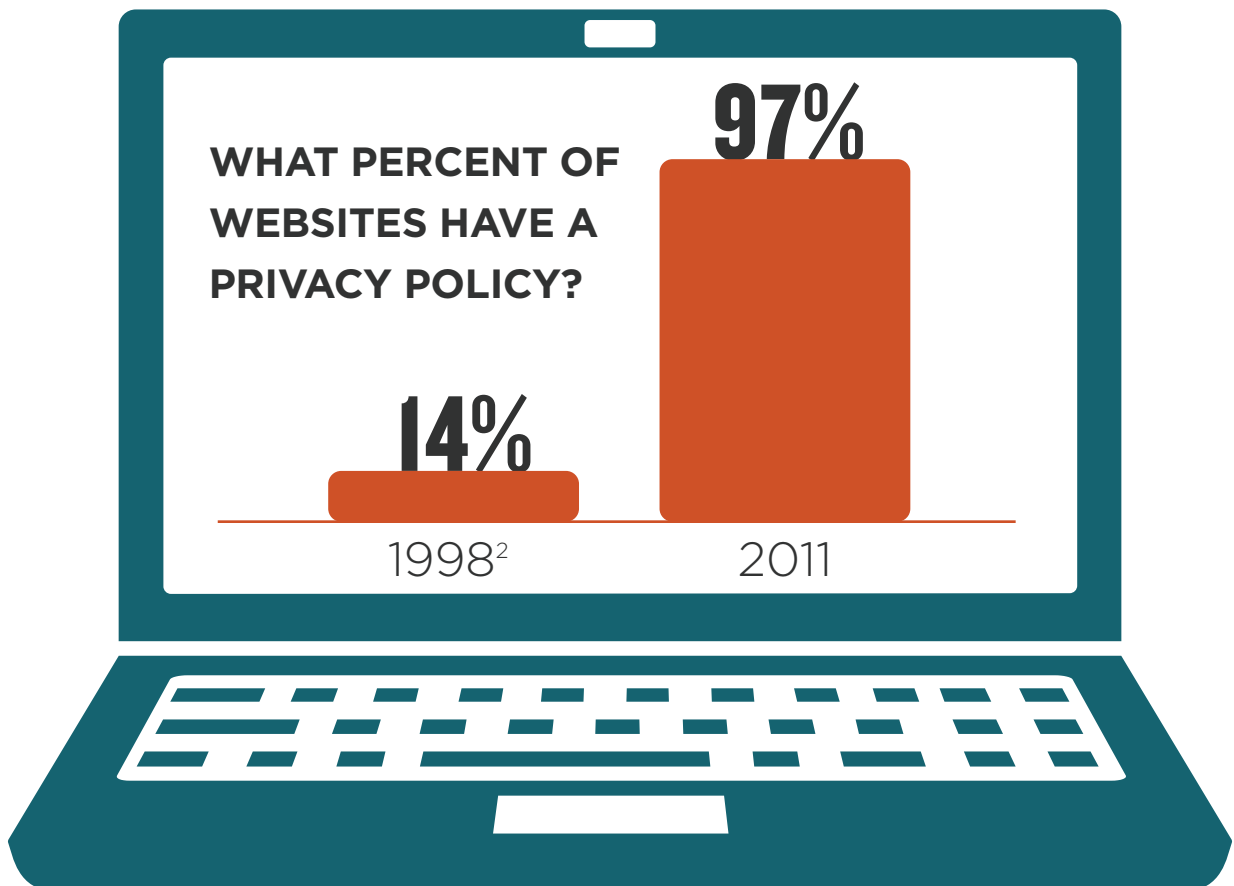


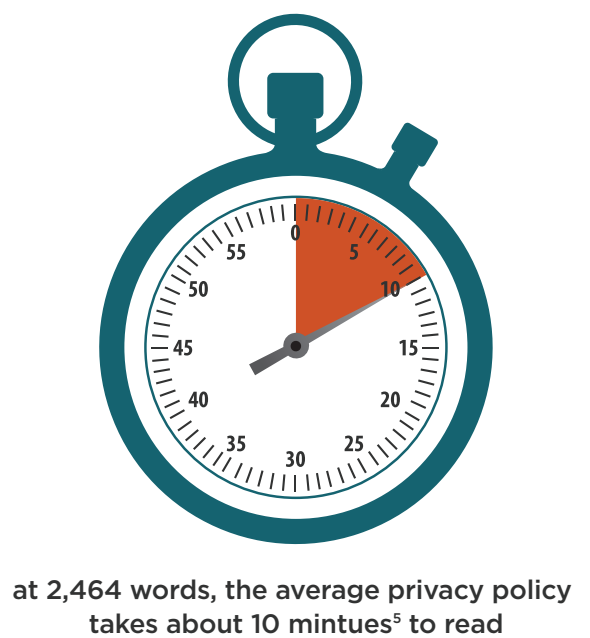
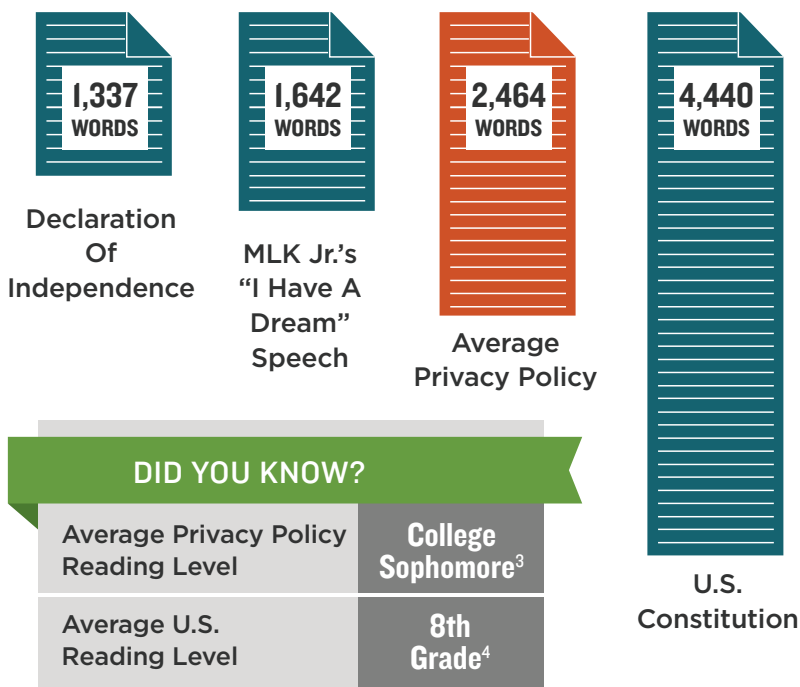


# TRUSTe PRIVACY INDEX

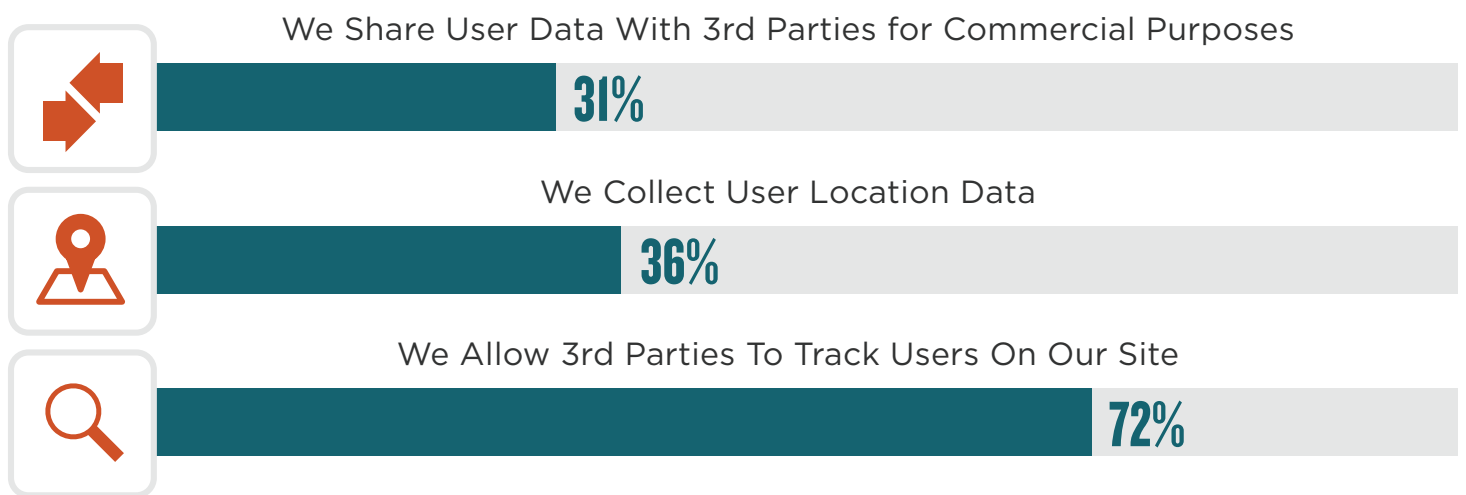
## 2011 WEBSITE EDITION<sup>1</sup>



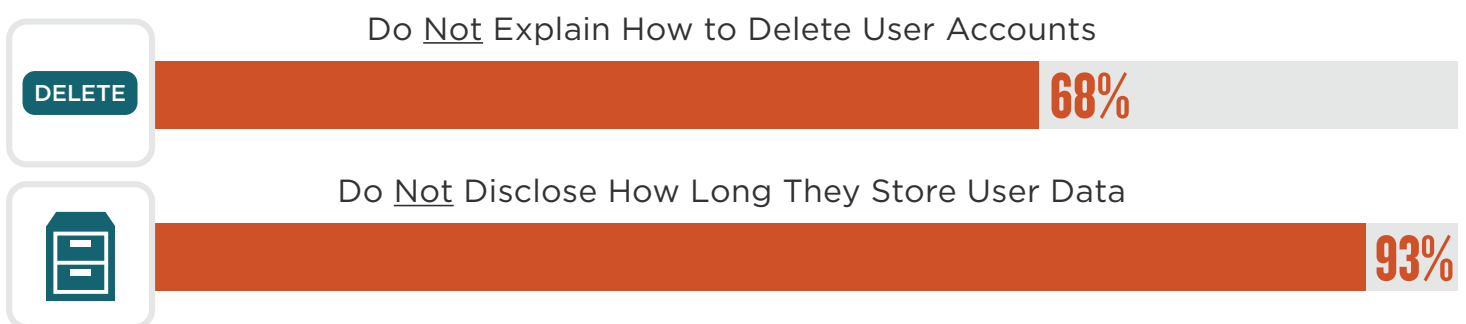
### ARE PRIVACY POLICIES READABLE?



### WHAT DO PRIVACY POLICIES SAY?



### WHAT DON'T PRIVACY POLICIES SAY?



### WHAT ABOUT MOBILE WEBSITES?

Have A Mobile-Optimized Privacy Policy

# 2%



LOOK FOR OUR NEXT PRIVACY INDEX: 2012 MOBILE EDITION



1. This Privacy Index is based on an analysis of the privacy policies of the top 100 U.S. websites as ranked by Alexa in September 2011

2. "Privacy Online: A Report To Congress". The Federal Trade Commission. June 1998. pg. iii. <http://www.ftc.gov/reports/privacy3/priv-23a.pdf>

3. Calculated using the the Flesch-Kincaid Grade Level Readability Formula.

4. "What is Health Literacy?". National Patient Safety Foundation. <http://www.npsf.org/pchc/health-literacy.php>

5. Calculated at 250 wpm reading comprehension. See: "How to Improve Your Reading Speed". eHow. 10/23/2011.[http://www.ehow.com/how\\_5090532\\_improve-reading-speed.html](http://www.ehow.com/how_5090532_improve-reading-speed.html)