

LifeLock Named a Top Trusted Website by the Online Trust Alliance
Tuesday, June 14, 2016 01:00:00 PM (GMT)

LifeLock named in 2016 Online Trust Honor Roll and recognized for excellence in consumer protection, data security, and responsible privacy practices

LifeLock, Inc., (NYSE: LOCK) today announced it has been named to the [Online Trust Alliance \(OTA\) 2016 Online Trust Honor Roll](#) for its leadership in security, privacy and consumer protection.

“For the internet to thrive, users must trust that their information will be secure and privacy respected. Companies like LifeLock that see security as a long-term and ongoing investment are leading the way and strengthening trust with consumers,” said Craig Spiegle, chief executive officer and executive director of OTA. “Not only did LifeLock score in the top five percent of all consumer services sites we assessed, the company also topped the list in the identity protection category.”

OTA, a 501(c)(3) nonprofit organization that works collaboratively with industry leaders to enhance online trust, completed comprehensive audits analyzing nearly 1,000 domains and privacy policies, including approximately 100,000 web pages and more than 500 million emails for this report. The composite analysis included nearly 50 metrics focusing on site and server security; domain, brand, email and consumer protection; and privacy policy and practices. In addition to the in-depth analysis of their web sites, Domain Name Systems, outbound emails and public records were analyzed for recent data breach incidents. Key sectors audited include the Internet Retailer Top 500, FDIC 100, Top 100 Consumer Services, Top 100 Media / Content sites, as well as OTA members and consumer facing US government sites.

Analysis of the Honor Roll list shows that company size and sales are not true measures of the level of security and privacy a company implements. “All companies are equally evaluated by the same criterion regardless of size. We have seen large e-retailers with significant sales fail to make the Honor Roll; conversely we have seen small to mid-size companies taking top grades,” said Spiegle.

“We’re honored to be recognized in the Online Trust Alliance Honor Roll for the second year in a row,” said Neil Daswani, chief information security officer at LifeLock. “Through its benchmarking work, the OTA is helping security leaders like LifeLock continuously focus on enhanced protection of the data we have. We support its mission to make the internet a safer place by driving the adoption of security best practices industrywide.”

Now in its eighth year, the Online Trust Audit and Honor Roll is an independent online trust benchmark study. Started in 2008 as an effort to drive adoption of best practices, its objectives are to:

- Recognize leadership and commitment to best practices which aid in the protection of online trust and confidence in online services.
- Enable businesses to enhance their security, data protection and privacy practices.
- Move from compliance to stewardship, demonstrating support of meaningful self-regulation.
- Promote security & privacy as part of a company's brand promise and value proposition.

To learn more, attend the webinar on June 28th at 8 AM or 4 PM Pacific Time. [Register here.](#)

To review the full 2016 Honor Roll report, please download a free copy at: <https://otalliance.org/HonorRoll>

About the Online Trust Alliance (OTA)

The Online Trust Alliance (OTA) is a non-profit with the mission to enhance online trust and user empowerment while promoting innovation and the vitality of the Internet. Its goal is to help educate businesses, policy makers and stakeholders while developing and advancing best practices and tools to enhance the protection of users' security, privacy and identity. OTA supports collaborative public-private partnerships, benchmark reporting, and meaningful self-regulation and data stewardship. Its members and supporters include leaders spanning the public policy, technology, ecommerce, social networking, mobile,

email and interactive marketing, financial, service provider, government agency and industry organization sectors. <https://otalliance.org>

About LifeLock

LifeLock, Inc. (NYSE:LOCK) is a leading provider of proactive identity theft protection services for consumers and consumer risk management services for enterprises. LifeLock's threat detection, proactive identity alerts, and comprehensive remediation services help provide peace of mind for consumers amid the growing threat of identity theft. Leveraging unique data, science and patented technology from ID Analytics, Inc., a wholly-owned subsidiary, LifeLock offers identity theft protection that goes significantly beyond credit monitoring. As part of its commitment to help fight identity theft, LifeLock works to train law enforcement and partners with a variety of non-profit organizations to help consumers establish positive habits to combat this threat.

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160614005489/en/>

--30-- TM/LA

Contact:

LifeLock
Becca Youngs, 415-767-7788
media@lifelock.com

Copyright Business Wire 2016
1.2

Industries: Technology, Data Management, Internet, Networks, Security

Languages: English

Primary Identifiers: LOCK-US

Related Identifiers: LOCK-US

Source: LifeLock, Inc.

Subjects: Award