

# CS305 HW4

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October 24, 2011

**1. Visit the TRUSTe website and summarize important requirements TRUSTe sites must meet for protecting your web and e-mail privacy.**

Your site must manage user data per specific rules, and must state those rules in a privacy policy printed on your site. You must manage users' privacy complaints. You must encrypt sensitive data.

For e-mail you must allow users to opt-out of subscriptions and personal info sharing. They must also have a way to unsubscribe.

**2. Find a shopping site that has its own privacy policy.**

<https://shirt.woot.com/user/privacynotice.aspx>

First of all, you can see via the URL that Woot uses HTTPS. This is a protocol which encrypts information that is sent, as TRUSTe requires. Also, as TRUSTe outlines, Woot details the information that they are gathering and exactly what they are using it for. They have an intuitive interface for changing personal information on your account, and at the end of the privacy policy is an e-mail dedicated to handling privacy issues that users have.

In this relatively short privacy policy I don't see anything that contradicts TRUSTe. Woot, however, does not have a service attached where complaints can be filed. Everything is handled internally. However, I've personally contacted their customer service and they do a fantastic job.