

## **ProSites Becomes TRUSTe Sealholder, Demonstrates Commitment to Consumer Privacy Protection**

*ProSites certified to display the TRUSTe Web Privacy Seal*

**Temecula, CA – August 31, 2012** – ProSites, the leading website design and Internet marketing provider for medical and dental professionals, announced today that TRUSTe® has certified its Web site to display the [TRUSTe Web Privacy Seal](#), one of the world’s most recognized symbols of consumer trust and online privacy.

TRUSTe awards its Web Privacy Seal only to companies that complete TRUSTe certification, submit to ongoing site monitoring, and participate in TRUSTe’s consumer privacy dispute resolution program. The TRUSTe Web Privacy Seal further signifies that a Web site has posted a professionally reviewed privacy policy and has information practices consistent with the Federal Trade Commission’s Fair Information Practice Principles.

“With the TRUSTe Web Privacy Seal, ProSites sends a clear signal to its customers that it respects their personal information,” said Chris Babel, CEO of TRUSTe. “We’ve found that 82 percent of consumers who have seen the TRUSTe Web Privacy Seal trust it, which translates directly into increased site engagement. That’s the privacy payoff.”

Consumers prefer Web sites that demonstrate responsiveness to privacy concerns, set clear expectations for the processing of personal information and offer timely choice should those expectations change. With its privacy programs, TRUSTe helps companies address this consumer preference for transparency, accountability and choice, and effectively advertise their privacy commitment with the TRUSTe Web Privacy Seal.

“We are proud to join TRUSTe in increasing consumer trust and following industry best privacy practices,” said Lance McCollough, founder and CEO of ProSites. “It’s important to show our doctors and partners we are committed to maintaining the security and privacy of their information.”

### **About ProSites**

ProSites is the innovative leader in website design and Internet marketing services for medical and dental professionals. ProSites delivers premium customizable websites integrated with search engine optimization (SEO) techniques, patient-focused content, and a collection of interactive features to help generate new patient appointments and streamline patient communications. ProSites has garnered numerous endorsements from elite associations nationwide for their advanced technology, superior website designs, and search engine marketing expertise. For more information, visit [www.ProSites.com](http://www.ProSites.com) or call (888) 932-3644.

### **About TRUSTe**

TRUSTe is the leading online privacy solutions provider and provides a broad suite of privacy services to help businesses build trust and increase engagement across all of their online channels – including websites, mobile applications, advertising, cloud services, business analytics and email marketing. Over 5,000 online properties, including those of Apple, AT&T, Disney, eBay, HP, Microsoft, Nationwide, and Yelp rely on TRUSTe to ensure compliance with evolving and complex privacy requirements. For more information on TRUSTe, visit <http://www.truste.com>.