

2016 Online Trust Audit & Honor Roll Underwriting Invitation



Now in its eight year, the OTA Online Trust Audit and Honor Roll has become the benchmark audit of businesses' commitment to security, privacy and consumer protection practices.

The objectives of the Audit are to:

- Raise awareness of core security and privacy enhancing best practices.
- Track and drive adoption of key practices.
- Compare trends among key sectors including ecommerce, banking, social, IoT, U.S Federal Government and media sites.
- Recognize "North Stars" and leaders who have demonstrated a commitment to data security and responsible privacy practices.

Building off of the momentum of last fall's Presidential Candidates Audit and the recent audit of free e-File tax services, the 2016 report's visibility and impact is expected to significantly increase. The 2016 Audit includes a composite analysis of nearly 50 data points reviewing practices of 1,000 leading consumer facing sites. Last year's report garnered over 300 million impressions in over 100 leading media sites, with a news cycle that covered 10 months plus (June – March) while demonstrating to government officials the importance of meaningful self-regulation. Additional details and methodology are posted at <https://otalliance.org/HonorRoll>.

Underwriting Benefits

- **Thought leadership recognition** – Underwriters will be recognized for their commitment to enhancing consumer protection and data security practices.
- **Press Release quote inclusion** - OTA will work with underwriters to help craft a quote tying to the objective of the Audit and selected best practices. Sponsors will be included in media outreach and social media campaigns.
- **Factoid / quote in the report** – A factoid / quote attributed to each sponsor will be placed in a key section of the report.
- **Logo and 50-word sponsor description** and short URL included in the report.
- **OTA Webinar Participation** – Each underwriter will be offered the opportunity to participate in a webinar, to be recorded and posted on YouTube. Sponsor logo and speaker photo to be included in intro slides.
- **Underwriter Webinars** – OTA staff will participate in underwriters' individual webinars, supporting their commitment and thought leadership.
- **Washington DC – Congressional Staff Briefing** – OTA plans to host a DC panel briefing to review and disclose the report. All underwriters will be invited to participate.
- **Media Briefings** – Where possible, sponsors will be invited to briefings.
- **Inclusion in resources** – Appropriate links to sponsors' whitepapers and research will be included in the report and as footnotes (where applicable), expanding recognition and leadership.
- **License** – Underwriters may re-use content in publications at no-charge, *with attribution to OTA*.

Underwriting Agreement

OTA Member \$12,500 (limit to 4 sponsors) Non-Member Organization \$17,500

Name _____

Signature _____

Company _____

Title _____

Email _____

Phone _____