

Today

Essay topics

Talk about trust

Essay topics

1. "Definition for Usable security". Whitten and Tygar aimed at a definition for usable security in their paper Why Johnny Can't Encrypt. Make a literature survey on more recent related work to compare, abandon or extend their original definition.
2. "Why is privacy management so hard?" With Facebook and Google Buzz, just to name two examples, we have seen that maintaining one's privacy online can indeed be tricky. On basis of recent work in this area, discuss these challenges and the current aims to tackle them.
3. "Better privacy management" – on basis of related work and your own analysis, redesign the privacy management for an online service you know well. First present the service and issues related to its current privacy management, then proceed with the redesign.
4. "Trust principles today". In the course, two sets of design principles to create trust online were presented. These works came out already around 2000. On basis of new work since then, discuss how relevant these works are today and what kind of new design principles have been proposed since.
5. "Usable security and social networking". Users are involved more and more intensely in interactions online through social networking tools. Discuss the challenges and novel demands to creating usable security due to the emergence of social networking tools.
6. "Usable security – a case study". Select a service or product that somehow involves security and analyse its usability against course material and other related work as you see fit. You can also make a case study on a security product/service.
7. "Identity online". Identity theft has become a major problem in the Internet. Discuss the different issues related and present an overview of interesting work in this area.
8. "Why we fall for Phishing". Users are susceptible to online scams where they end up losing private information and/or money. Why do users fall for these scams? Discuss the issue on basis of relevant work in the area.
9. "New ways to authenticate". Users tend to do badly when it comes to remembering good passwords. Why? Here you can either 1) discuss the human side, why users are bad at passwords and cite relevant work in the area or b) present work that aims at developing new ways to authenticate users that go beyond traditional passwords (e.g. graphical passmeans).
10. "How to study usable security?". Present how usable security has been studied since the classics through a selection of papers that you consider good (or bad). What is missing? What could be improved?
11. = your own topic

Essays

- ...need not be written in a rigid scientific manner – they can be more free-form, thus name "essay"
 - You can also express opinions as part of the essay
 - You need not back up every claim in the scientific manner as in scientific papers
- Can take the form of a literature survey, case study or design exercise – or a research paper. It's up to you!
- The templates are taken from CHI2011 conference work-in-progress category and may include some directions on the length – ignore these, the length is 8-10 pages.
- The idea of the template is to have equivalent length for the papers (and to learn to use such templates).
- I'll add some 3-4 references for each lecture topic in Noppa to get you started. These can be used for getting started with the topics (but you do not have to use them).

Practicalities

- Select your topic by sending email to me (kristiina.karvonen@hiit.fi) by 8.2.2011
- If you select your own topic, wait for confirmation from me
- 8-10 pages (templates available on Noppa)
- Returned by 30.4.2011
- Represents 50% of your course grade.

What we mean when we talk about trust?

T-110.5220 Information Security and Usability

Trust is needed for all transactions online

- money
- private information
- social interactions

A cornerstone of usable security!

Without trust there are less or no transactions

-> what is trust?

Here's a (famous) example on
what happens when people
actually mention trust

“Sledge Hammer defusing a nuclear bomb”

<http://www.youtube.com/watch?v=XGoU7urNTbl>

So trust is...

- ...often suspicious when expressed explicitly
- ...expressed more through **behaviour** than words (actions vs. speech acts)
- ...experience-based
- ...learned attitude (trust vs. distrust)
- ...hard to express in words
- ...trust acts can be different in different cultures.

Trust ...

- ...is needed when not all relevant information is known to make decisions.
- ...is needed to make many (if not indeed most) decisions.
- ...enables decision-making and thus, action.
- ...partly rational and partly irrational ("gut feeling")
- ...sometimes falsely based.

Trusting - Lying

Let's go back to Mr. Hammer.

“Sledge Hammer clips”, time 4:16 – 4:41

<http://www.youtube.com/watch?v=pFh09hF6qIA>

Can you detect a lie?

Choose a person next to you whom you don't know too well

Tell each other some 4-5 things about yourself...

...with one lie within.

Can you detect the lie?

Why lies go undetected?

Trust makes life easier. Think of traffic, traffic lights, and people on the street.

If you can't trust others to (mostly) obey the rules of civil society, you can't leave home.

Trust vs. distrust as basic approach to life (and other people): unsuspecting vs. suspecting attitude towards others.

The suspecting may be helpful, but life may also get trickier this way in the overall picture.

And, of course, there are the used cars salesmen and the whole thing called "Social engineering", and wanting to believe good things.

Two classical works on trust

Jakob Nielsen:

- Trust or Bust: Communicating Trustworthiness in Web Design + Ecommerce User Experience Study 1999-2000

Cheskin Research & Studio

Archetype/Sapient:

- eCommerce Trust Study 1999

Jakob Nielsen



The usability “guru” from www.nngroup.com
(yes, it’s him again)

Says: “Lack of trust” is the current climate on the Web

Claims: Web = a low-trust society

Preaches: Creating trust is the key to success

Aims at: Trust should be enhanced, but how?

Ingredients of trust according to Nielsen

Trust is formed through **experience**

Trust is a **long-term** proposition

Trust is **hard to build** and **easy to lose**

Trustworthiness can be **communicated through** use of seals of approval, brand reputation, appropriate use of technology, and through design

Good ecommerce user experience à la Nielsen

1. If customers can't find it, they can't buy it.
2. Make customers feel at home on the home page.
3. Create a smooth path to buying (navigation).
4. Help customers successfully search (search boxes).
5. Present good product pages.
6. Write for the web.
7. Cross-sell, don't over-promote.
8. Make it fast.
9. Optimize shopping carts.
10. Ensure a trustworthy design.
11. Provide e-mail contacts.
12. Test the experience.
13. Prepare for success.

Trustworthy Design by Nielsen

Design quality

Up-front disclosure

Comprehensive, correct, and current information

Connected to the rest of the Web

Giving users a feeling of being in control and knowing what is happening

Good sites:

www.google.com

www.amazon.com

"if these guys can't even design a website, then can I trust them with my money?"

"If I order something, will the product be messy as well?"

Amazon.com: Online Shopping for Electronics, Apparel, Computers, Books, DVDs & more - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.amazon.com/

Amazon.com: Online Shopping for Ele...

amazon.com Hello, [Sign in](#) to get personalized recommendations. New customer? [Start here](#).

Your Amazon.com [Today's Deals](#) [Gifts & Wish Lists](#) [Gift Cards](#) [Your Account](#) [Help](#)

Shop All Departments

Books >

Movies, Music & Games >

Digital Downloads >

Kindle >

Computers & Office >

Electronics >

Home, Garden & Pets >

Grocery, Health & Beauty >

Toys, Kids & Baby >

Clothing, Shoes & Jewelry >

Sports & Outdoors >

Tools & Home Improvement >


Automotive & Industrial >

Search All Departments

GO Cart Wish List

Kindle

The #1 Bestselling Product on Amazon




Order now: **\$139** Wi-Fi | **\$189** Free 3G+Wi-Fi

Up to **90% off** used textbooks
[Shop now](#)


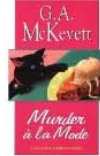


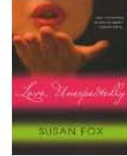
Digital SLR Store

Find Top Digital SLRs, Lenses, Buying Guides, and More



[Shop Amazon.com/dslr](#)

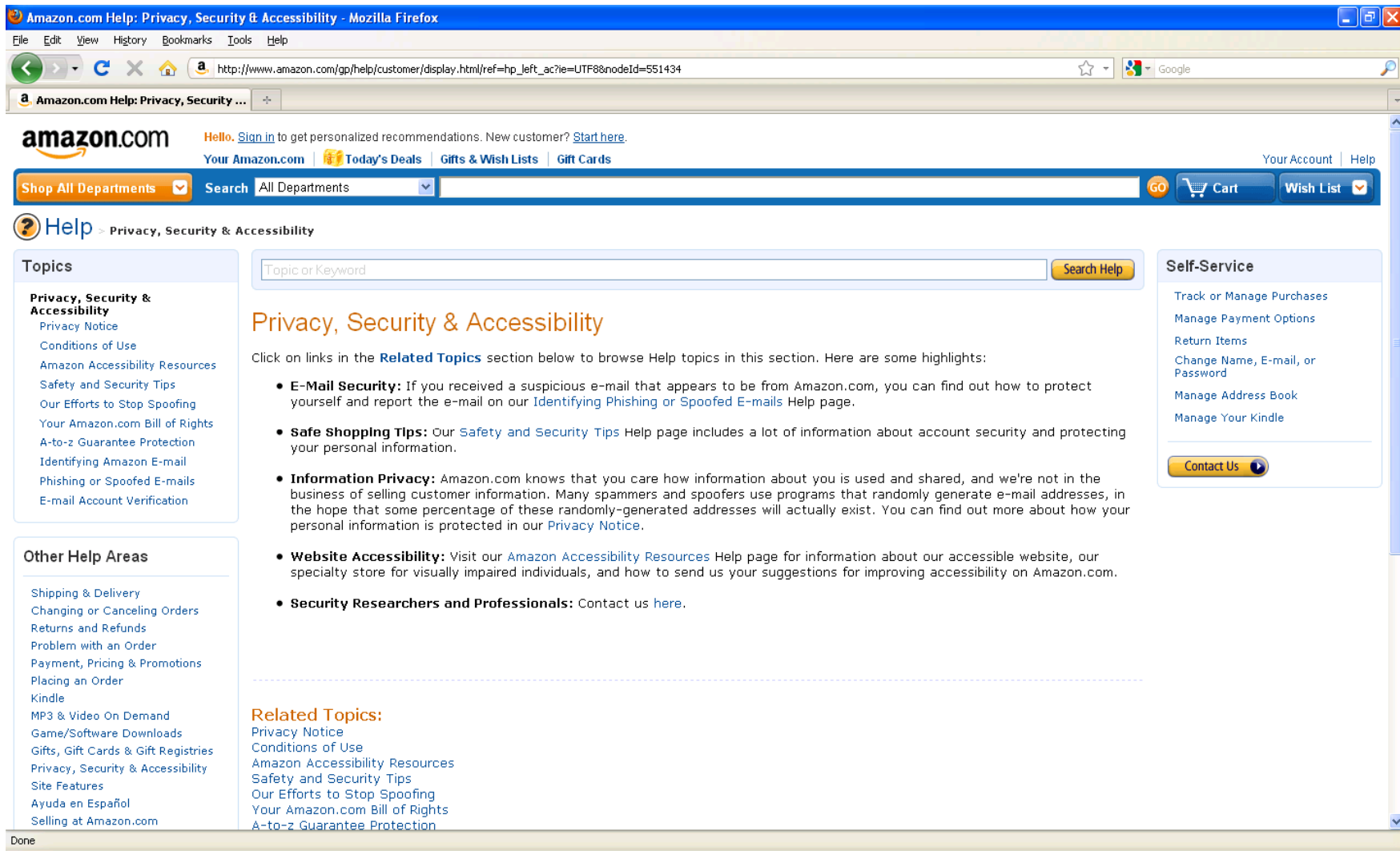
What Other Customers Are Looking At Right Now

 <p>Kindle Wireless Reading Device, Wi-Fi... Amazon \$139.00</p>	 <p>Murder à la Mode G.A. McKeve... Kindle Edition \$0.00</p>	 <p>Listen Rene Gutteridge Kindle Edition \$0.00</p>	 <p>Kindle 3G Wireless Reading Device... Amazon \$189.00</p>	 <p>VIZIO SV421XVT 42-Inch XVT-Series 240... \$949.99 \$599.99</p>	 <p>Love, Unexpectedly Susan Fox Kindle Edition \$0.00</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------

Epson Mobile Printing **EPSON**
[Learn more](#)

amazon.com CHASE Q **Earn Triple Points on Amazon.com Orders.**
Start with **\$30 back.**
[Learn more](#)

Done



Safety and security tips section:

<http://www.amazon.com/gp/help/customer/display.html?nodeId=10412241>

Privacy notice:

http://www.amazon.com/gp/help/customer/display.html/ref=footer_privacy?ie=UTF8&nodeId=468496

Amazon.com: The Hangman's Daughter eBook: Oliver Pötzsch, Lee Chadeayne: Kindle Store - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.amazon.com/The-Hangmans-Daughter-ebook/dp/B003P9XMFI/ref=pd_rhf_shvl_1

Amazon.com: The Hangman's Daugh...

amazon.com Hello. Sign in to get personalized recommendations. New customer? [Start here.](#)

Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards

Shop All Departments Search Kindle Store GO Cart Wish List

Kindle Store Buy A Kindle Kindle eBooks Kindle Singles Newspapers Blogs Magazines Accessories Discussions Manage Your Kindle Kindle Support

Start reading *The Hangman's Daughter* on your Kindle in under a minute. Don't have a Kindle? [Get your Kindle here.](#)

The Hangman's Daughter [Kindle Edition]
 Oliver Pötzsch (Author), Lee Chadeayne (Translator)
 ★★★★★ (146 customer reviews)
 Pricing information not available.

Text-to-Speech: Enabled
 Don't have a Kindle? [Get yours here.](#)

World Literature in Translation: Learn more about [AmazonCrossing](#).

This title is **not available** for customers from your location in:
 Europe ([change region](#))
[Shop titles available for Europe](#)

Read books on your computer or other mobile devices

[Get Kindle for PC](#)
[Get Kindle for iPhone](#)
 Also works on iPod Touch
[Get Kindle for BlackBerry](#)
[Get Kindle for iPad](#)
[Get Kindle for Android](#)

See larger image
 Share your own customer images

Customers Who Bought This Item Also Bought Page 1 of 10

Switched (Trylle Trilogy, Book 1) by Amanda Hocking
 ★★★★★ (179)
 \$3.44

Unbroken: A World War II Story of Survival, ... by Laura Hillenbrand
 ★★★★★ (615)
 \$9.99

The Dirty Parts of the Bible by Sam Torode
 ★★★★★ (38)
 \$5.74

The Imperfectionists: A Novel by Tom Rachman
 ★★★★★ (239)
 \$4.91

Alone by Lisa Gardner
 ★★★★★ (108)
 \$3.44

Saving Rachel (A Donovan Creed Crime Novel) by John Locke
 ★★★★★ (179)
 \$9.99

Done

1.2.2011

http://www.amazon.com/The-Hangmans-Daughter-ebook/dp/B003P9XMFI/ref=pd_rhf_shvl_1

Amazon.com: The Sculptor eBook: Gregory Funaro: Kindle Store - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.amazon.com/gp/product/B002ZFGK6G/ref=s9_pop_gw_ir04?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-2&pf_rd_r=1RKJN9F3HH05NHEFDSDC&pf_rd_t=101&pf_rd_p=1

Amazon.com: The Sculptor eBook: Gr...

amazon.com Hello. Sign in to get personalized recommendations. New customer? Start here.

Your Amazon.com Today's Deals Gifts & Wish Lists Gift Cards

Your Account Help

Shop All Departments Search Kindle Store 60 Cart Wish List

Kindle Store Buy A Kindle Kindle eBooks Kindle Singles Newspapers Blogs Magazines Accessories Discussions Manage Your Kindle Kindle Support

Start reading *The Sculptor* on your Kindle in under a minute. Don't have a Kindle? Get your Kindle here.

The Sculptor [Kindle Edition]
 Gregory Funaro (Author)
 ★★★★★ (51 customer reviews)

Price: \$5.59 What's this?
 Price: \$6.99
 Price: **\$2.30** includes VAT & free international wireless delivery via **Amazon Whispernet**
 Save: \$4.69 (67%)

Speech: Enabled
 Get a Kindle? Get yours here.

51 Reviews

5 star: (34)
 4 star: (11)
 3 star: (6)
 2 star: (0)
 1 star: (0)

See all 51 customer reviews...

Formats

Formats	Amazon Price	New from	Used from
Kindle Edition	\$2.30	--	--
Paperback	\$6.99	\$1.99	\$0.01
Mass Market Paperback	--	--	\$14.99

See larger image
 Share your own customer images

Customers Who Bought This Item Also Bought

Page 1 of 13

KILLER by Stephen Carpenter
 ★★★★★ (27)
 \$5.74

Mister X by John Lutz
 ★★★★★ (10)
 \$8.04

Final Breath by Kevin O'Brien
 ★★★★★ (18)
 \$7.44

Compromised by Heidi Ayarbe
 ★★★★★ (7)
 \$13.79

All the Pretty Girls by J.T. Ellison
 ★★★★★ (36)
 \$6.26

Silent Victim by C.E. Lawrence
 ★★★★★ (6)
 \$4.39

Buy now with 1-Click®

Deliver to your Kindle or other device

How buying works
 Available on your PC

Give as a Gift

Add to Wish List

Try it free

Sample the beginning of this book for free

Send sample now

Deliver to your Kindle or other device

How sampling works
 Available on your PC

Read books on your computer or other mobile devices

Get Kindle for PC

Get Kindle for iPhone
 Also works on iPod Touch

Get Kindle for BlackBerry

Done

http://www.amazon.com/gp/product/B002ZFGK6G/ref=s9_pop_gw_ir04?pf_rd_m=ATVPDKIKX0DER&pf_rd_s=center-2&pf_rd_r=1RKJN9F3HH05NHEFDSDC&pf_rd_t=101&pf_rd_p=12633-

1.2.2011

amazon.com

Cheskin Research & Studio Archetype/Sapient -eCommerce Trust Study

- What is trustworthiness?
- What are the components of e-commerce trust?
- How does e-commerce trust develop?
- What is the relative importance of some of the key components in communicating trustworthiness?

http://www.cheskin.com/view_articles.php?id=17

Research methodology

- qualitative questionnaires
- site review and analysis
- expert opinions
- consumer opinions

A Model to Understand eCommerce Trust

Level of Trust

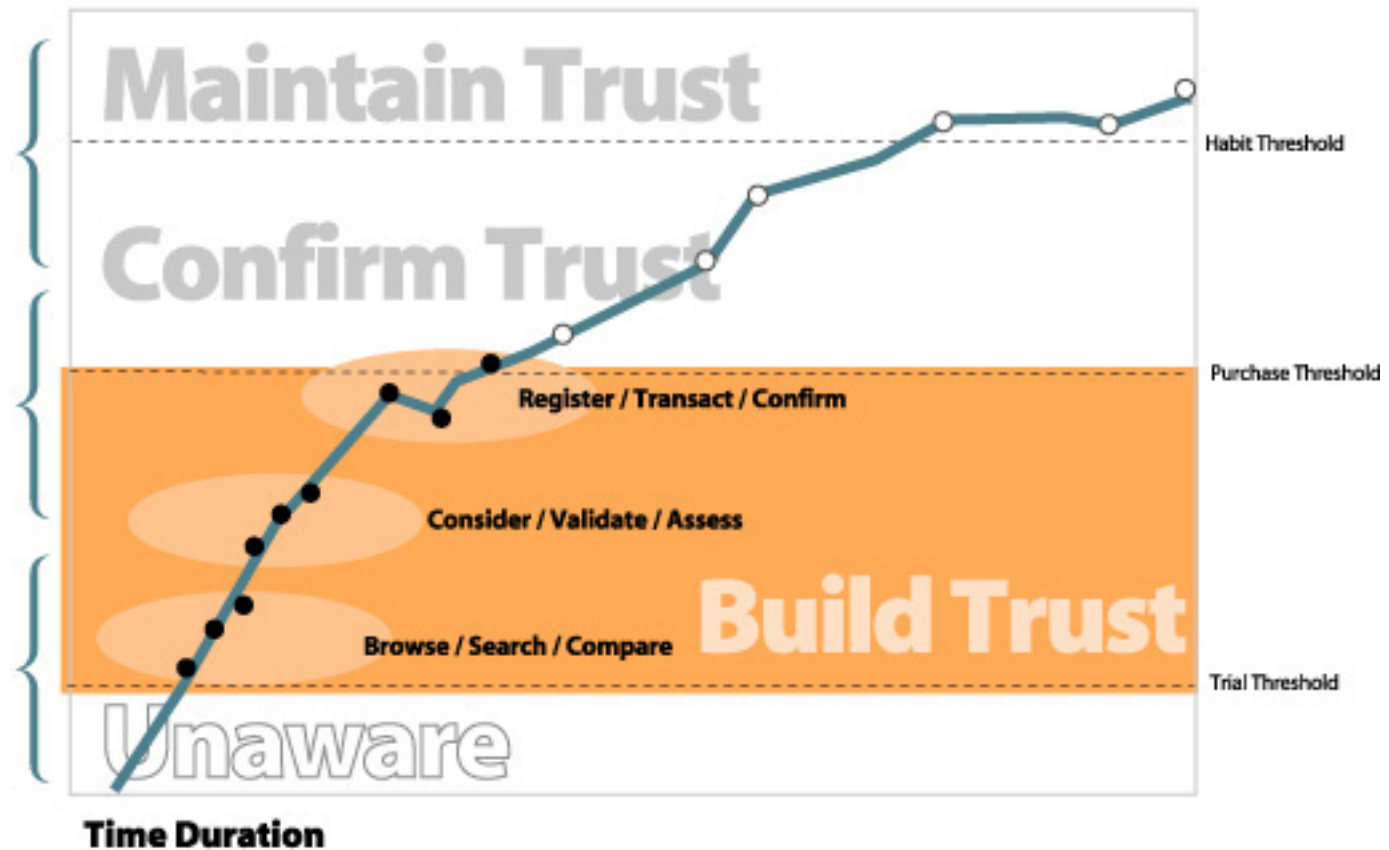
Informal Level of Trust



Formal Level of Trust



The Untrust Phase.



Outcomes

Trust is **formed slowly**, as a function of time

Feeling of control forms the basis for trust

Trust is a **dynamic** process

Trust is **experience-based**

Trust **starts with "indications"** (manners, professionalism and sensitivity) and **may develop into "character traits"**

(dependability, reliability, honesty)

Trust enhances **informal behaviour**

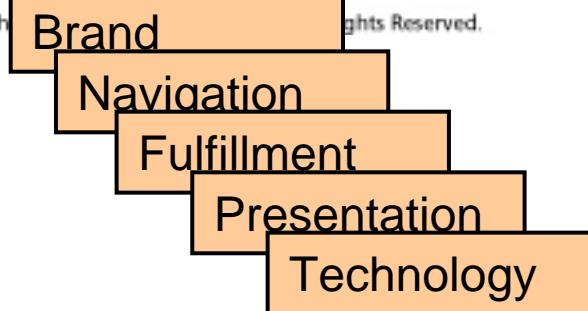
Personal control over personal information

How is Trust Formed?

A Model to Understand eCommerce Trust



© 1999 Copyright of Studio Arch. All rights Reserved.



1/6 Seals of approval



= Information given by other companies that specialise in assuring the safety of Web sites: Verisign, TRUSTe, BBB Online, Webtrust etc.



! Later studies:



– seal programs were found to have greater influence over consumers who are more apprehensive about online shopping, than those who are generally less apprehensive.

– word-of-mouth forums compete with seals

BizActions

BUSINESS DEVELOPMENT PLATFORM

GROW YOUR BUSINESS ONE MESSAGE AT A TIME

[HOME](#)[COMPANY](#)[MARKETS
SERVED](#)[PRODUCTS](#)[CLIENTS](#)[PRESS
CENTER](#)[RESOURCE
CENTER](#)[CONTACT US](#)**866-240-8477**

Markets Served Quicklinks: [Accounting](#), [Payroll/HR](#), [Accounting Canada](#), [Financial Planners](#), [Legal](#), [Employee Benefits](#), [Business-to-Business](#), [Real Estate/Mortgage Brokers](#).

BizConference

Create and manage
Web meetings
online

BizConference
Try it free NOW!

NEW [Alliance Program](#)

NEW [CPA Recruiting Newsletter](#)

What is the BizActions System?

The BizActions Business Development System is a powerful, easy-to-use, suite of integrated tools that generates new business, increases name recognition and improves cross-sales opportunities. It works through your Internet browser without the need to install any software; therefore it provides immediate and trackable communication. Most notably, it is the only platform of its kind that comes with exclusive, 100% original, industry-specific content.

The BizActions Business Development System includes all of the following services, managed from within your Sponsor Center:

[BizPro e-Newsletters](#)

Samples



It couldn't be easier to customize the visual aspects of your e-Newsletter. Click [here](#) to see what our clients have done with their newsletters.

Learn About Our
**ALLIANCE
Programs**

Put the
DASHBOARD
on your desktop

Subscribe to our
**RECRUITING
Newsletter**

**Client
SUCCESS STORIES**

Web Demo

Name:

cover story, [Close the Deal](#), talks about the growing awareness that execution and follow-through with regard to leads for new business require a structured approach.

.....

July 10, 2005

☐ BizActions in Practical Accountant

BizActions and one of our favorite clients, Robert Gold of [Bennett Gold Chartered Accountants](#) are featured in the latest edition of the [Practical Accountant](#). We're included in a story about the importance of using customized communications to increase response rates.

[BizTRUST](#)

This powerful business assessment tool allows you to easily uncover and close new business opportunities. Integrated with our e-Newsletter and Email Radar, BizTrust is yet another component that extends the ability to BizActions to be a business development platform/system.

[e-Stationery](#)

Brand your firm with every email you send with Microsoft™ Outlook. With a BizActions subscription, you receive access to electronic stationery that mirrors your e-Newsletter banner logo and design.

High Impact

This email template tool allows clients to choose from dozens of email templates to use in their Outlook emails (or even Email Radar).

Coming Soon: Digital Print Newsletters

The union of the customizable flexibility of our exceptional e-Newsletters with the hard-copy touch and feel of paper, digitally printed.

Confidentiality



BizActions [WebTrust Certification](#) through the American Institute of Certified Public Accountants and the Canadian Institute of Chartered Accountants ensures we are in compliance with the highest possible confidentiality standards.

Interested in BizActions?

See all of BizActions features in action by requesting an online demo via our form to the top left or send us an [email](#).



Confidentiality



You have arrived here from a SysTrust^{SM/TM} or WebTrust^{SM/TM} certified site. The applicable SysTrust or WebTrust Seal of assurance symbolizes that this site has been examined by an independent accountant. Further, the Seal represents the practitioner's report (see below) on management's assertion(s) that the entity's business being relied upon is in conformity with the applicable Trust Services Principle(s) and Criteria.

The Trust Services Principles and Criteria is an international set of principles and criteria for systems and electronic commerce developed and managed jointly by the American Institute of Certified Public Accountants and the Canadian Institute of Chartered Accountants. By demonstrating compliance with Trust Services criteria through an examination by an independent practitioner, entities earn the right to display the seal of assurance.

The Seal of assurance combines high standards for identified activities with the requirement for an independent verification/audit. Together they build trust and confidence among consumers and businesses conducting business over the Internet.

The entity has earned the right to display the Seal of assurance with respect to the Trust Service Principle(s) of:

Confidentiality

The Confidentiality Principle addresses information designated as confidential and obtained online from existing and potential business partners. The criteria include requirements that:

- ♦ confidentiality policies exist,
- ♦ the entity discloses its practices relating to the manner in which it provides for authorized access to, and uses and shares information designated as confidential,
- ♦ the entity uses procedures to achieve its documented confidentiality objectives in accordance with its defined policies, and

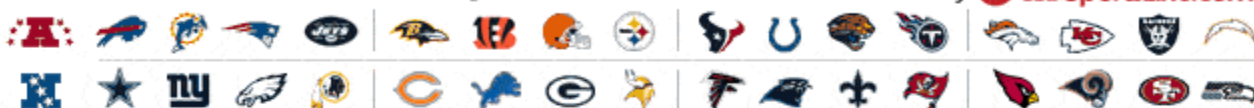
<http://bizactions.com/>



NFL INTERNET NETWORK

Official Site of the National Football League

Powered by CBS SportsLine.com



**GET
NFL NETWORK**
CLICK HERE

[News](#) | [Scores](#) | [Stats](#) | [Schedules](#) | [Standings](#) | [Teams](#) | [Players](#) | [Rosters](#) | [Depth Charts](#) | [NFL Shop](#)

SuperBowl.com

[Pro Bowl](#)

[History](#)

[NFL Fantasy](#)

[Field Pass](#)

[NFL Network](#)

[TV & Radio](#)

[NFL Mobile](#)

[Video](#)

[Rookies](#)

[Newsletter](#)

[Tickets](#)

[Auctions](#)

[In The Community](#)

[Kids](#)



[join the team](#)

NFL SITES

[NFL On Location](#)

[Corp./Fan Hospitality](#)

[America's Game](#)

[International](#)

Not full yet



PREV COVER STORY || NEXT COVER STORY

Fullbacks Mack Strong and Mike Alstott have eight Pro Bowls between them, and according to **Adam Schefter**, they seem to think they have another season in them. [Full Story](#)

- [2007 Pro Bowl: 6 p.m. ET on Saturday, Feb. 10 \(CBS\)](#)
- [Schefter: One final Bowl for Barber | Practice begins](#)
- [Pro Bowl rosters: AFC | NFC | Schefter: Snubs | Index](#)
- [Fan information](#) | [Tickets on sale now](#) | [Security procedures](#)



Imagine Your Favorite
Team Colors Right In
Your Own Home!



HEADLINES

- [Schefter: Cowboys tab Phillips as next head coach](#)
- [NFL game in London gets 500,000 ticket requests](#)
- [Bears fan to change name to Peyton Manning](#)
- [Colts-Bears draws No. 3 TV audience in U.S. history](#)
- [Chicago's Briggs, Kreutz to miss Pro Bowl | Taylor added](#)
- [Bolts hire two assistants | S Kiel pleads guilty in drug case](#)
- [Transactions](#) | [More news](#)

NFL SHOP

- [Shop all Colts Super Bowl XLI Championship](#)



NFL NETWORK

Video Features

- [NFL Total Access: LaDainian Tomlinson and Lorenzo Neal](#)
- [Cowboys QB Tony Romo interviewed on NFL Total Access](#)
- ['Around the League' with Adam Schefter](#)
- [Former Bear Walter Payton on 'Fields of Glory'](#)
- [A look at the Colts' victory celebration](#)
- [Sights and sounds of Super Bowl XLI](#)
- [Studio review of Super Bowl XLI on NFL Total Access](#)

- Chargers: [Hardwick is center of attention in Hawaii](#)
- Browns: [Teammates laud Hickerson's election](#)
- Buccaneers: [Brooks extends Pro Bowl streak to 10](#)

Customize this box to your favorite team

Select Team 

NFL ON SPORTSLINE.COM

- Judge: Colts have leg up with Dungy's fire still burning
- Super Bowl Judgements: Bears refuse to blame Mother Nature
- Freeman: Dungy walks the walk, talks the (sincere) talk

Join the Team Youth Football Around the NFL NFL Europe Fans Vote

 [Super Bowl MVP presented by Cadillac](#)



NFL SHOP



WEEKLY FEATURES:

- [Shop NFL Jerseys](#)
- [Shop NFL Headwear](#)

TEAM PRODUCTS:

- [Shop NFL SBXLI Jerseys](#)
- [Shop St. Patty's Day Gear](#)

FANTASY FOOTBALL



Sprint

Together with NEXTEL



THE OFFICIAL VEHICLE OF THE NFL

Experience the excitement of postseason Fantasy Football with Superbowl.com's [Playoff Challenge](#).



PRESENTS

NFL POLL

Do you think players who played in the Super Bowl should play in the Pro Bowl a week later?

- ☐ No
- ☐ Yes

SUBMIT



The NFL is on
SIRIUS
SATELLITE RADIO

Rollover for more details



Saints 27, Eagles 24

Colts 15, Ravens 6

[More Highlights](#)

America's Game



NFL Network counts down the best Super Bowl teams of all-time in "[America's Game: The Super Bowl Champions](#)."

NFL Replay



Watch the four best games of the week on *NFL Replay*, Tuesdays and Wednesdays at 8 and 10:30 p.m. ET.

Schedule



NFLTA Wednesday
[Looking ahead to the Pro Bowl](#)

8 p.m. ET: *NFL Replay*
Relive Super Bowl XLI

Network News

- [America's Game final four teams](#)
- [NFL Network Cheerleader Playoffs](#)

[Help](#) • [Account Info](#) • [Privacy Info](#)



prises LLC. NFL and the NFL shield design are registered trademarks of the National Football League. am names, logos and uniform designs are registered trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League.

NFL footage © NFL Productions LLC.



Official Site of the National Football League

Powered by CBS SportsLine.com

[Home](#) | [News](#) | [Scores](#) | [Stats](#) | [Schedules](#) | [Standings](#) | [Teams](#) | [Players](#) | [Rosters](#) | [Depth Charts](#)

[SuperBowl.com](#)

[NFL Network Games](#)

[Pro Bowl](#)

[History](#)

[NFL Fantasy](#)

[Field Pass](#)

[NFL Network](#)

[TV & Radio](#)

[NFL Mobile](#)

[Video](#)

[Rookies](#)

[Newsletter](#)

[Tickets](#)

[Auctions](#)

[In The Community](#)

[Kids](#)

[NFL Shop](#)



NFL SITES

[NFL On Location](#)

[Corp./Fan Hospitality](#)

[America's Game](#)

[International](#)

[Hall of Fame](#)

[NFL Europa](#)

NFL HELP

[NFLRush Privacy Policy](#) • [NFL Shop Privacy Policy](#)

NFL.COM and SUPERBOWL.COM Website Privacy Policy

Effective Date: August 16, 2001

Updated: March 1, 2006



This privacy policy applies to the National Football League's websites located at the domains nfl.com and superbowl.com (the "Website"). The purpose of this privacy policy is to disclose to you what information we may collect, how we may collect it, with whom we may share it, and certain other matters related to such information, including the choices you have regarding our collection of information and our use and disclosure to other parties of information we may have collected from you.

The Website is operated by SportsLine.com, Inc. pursuant to a strategic relationship among National Football League Enterprises, L.P. on behalf of the National Football League, SportsLine.com, Inc., America Online, Inc. and CBS Broadcasting Inc. (collectively, "NFL Partners", "we", "our", or "us"). Each of the parties in this strategic partnership own the information collected via this Website and may use it for their own purposes, including marketing.

The National Football League [NFL] is a licensee of the TRUSTe Privacy Program. TRUSTe is an independent, non-profit organization whose mission is to build user's trust and confidence in the Internet by promoting the use of fair information practices. This privacy statement covers the sites **nfl.com** and **superbowl.com**. Because this Web site wants to demonstrate its commitment to your privacy, it has agreed to disclose its information practices and have its privacy practices reviewed for compliance by TRUSTe. Please read the following to learn

SATISFACTORY

Verified

National Football League
Validated Privacy Statement
For the following URLs:

store.falcons365.com
webmail.gbpackersfan.com
www.49ers.com
www.atlantafalcons.com
www.azcardinals.com
www.baltimoreravens.com
www.baltimoreravensstore.com
www.bengals.com
www.buccaneers.com
www.carolinapanthers.com

License Agreement Version 9.0

National Football League is a certified licensee of the TRUSTe® Privacy Seal Program. The privacy statement and practices of have been reviewed by TRUSTe for compliance with our strict program requirements.

Make Informed Choices for Your Personal Information

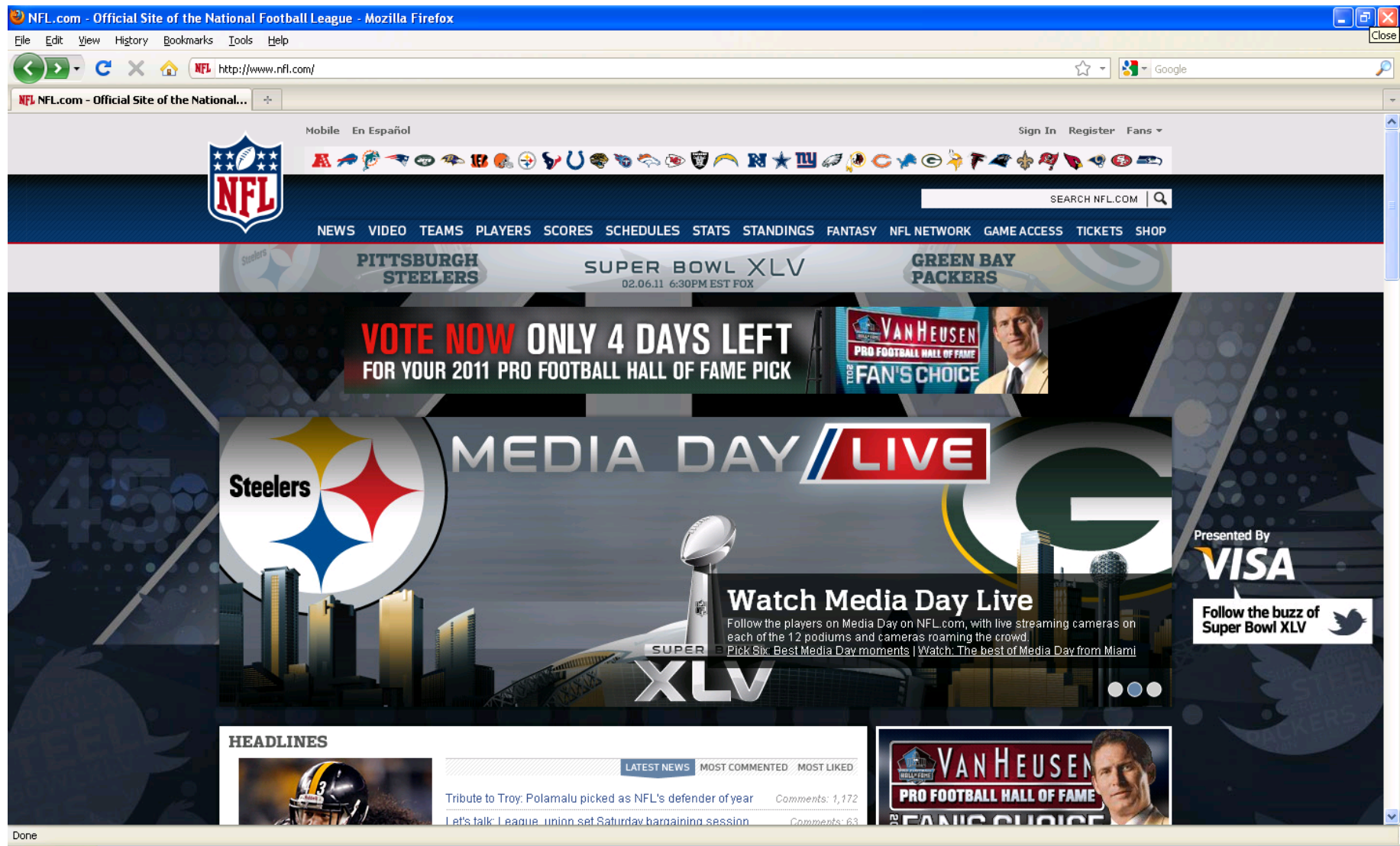
About TRUSTe

TRUSTe Privacy Standards and Principles

The TRUSTe program is consistent with government and industry guidelines concerning the use of your personal information. These standards include the Organization for Economic Cooperation and Development (OECD) Guidelines on the Protection of Privacy and Transborder Flows of Personal Data, the Federal Trade Commission and Department of Commerce's Fair Information Practices, the California Online Privacy Protection Act, and the CAN-SPAM Act.

Make Privacy Your Choice

- ◆ **Visit TRUSTe's site** to see if other familiar companies are part of the program.
- ◆ **Get our quarterly email newsletter** with alerts, definitions and tips to be more confident online.
- ◆ Learn how to **protect your personal information**.
- ◆ **File a Watchdog complaint** if you feel National Football League has violated its privacy agreement.



1.2.2011



forgot to pay the jets
the rent for Jets
stadium so they
turned the lights off

Comment on: [HYJ at CLE - 2010 Week 10](#)



Are you a fan?

Join the official NFL fan
community.

[REGISTER](#) ▶



General NFL Discussion

Have something to say about the NFL? Discussion of all NFL topics.



Rumor Mill

Discuss the latest trade rumors and inside scoop with fellow fans.



Super Bowl XLV

Discuss your predictions and what you are looking forward to here.

NFL Ticket Exchange

Get your Super Bowl Tickets on the NFL Ticket exchange.

[BUY NOW](#) ▶



NFL FANS

VAN HEUS

Sponsored Links

Best Penny Stocks

Penny Stock Picks Rising +950%! 100% Winning Streak! Sign Up Now FREE!

www.PerfectPennyStocks.com

I Had High Blood Pressure

Now it's down to 120/75. Find out how I did it without drugs

www.resperate.com

Valentine's Roses-\$19.99

Dazzle your Valentine with Roses by ProFlowers - \$19.99 with Free Vase

[Buy Now](#)

[Buy a link here](#)



NFL Rush | PLAY 60
NFL Youth Tackle
USA Football
NFL International
NFL On Location
NFL Extra Points
Rulebook
Contact Us | FAQ | PR
Jobs: League | Team
NFLHealthandSafety.com

NFL Shop
NFL Ticket Exchange
NFL Women's Apparel
Media | Licensing
Profootballhof.com
NFLLabor.com
In The Community
NFLPlayers.com
NFL Player Care
Player Development



Bills
Dolphins
Patriots
Jets

Ravens
Bengals
Browns
Steelers

Texans
Colts
Jaguars
Titans

Broncos
Chiefs
Raiders
Chargers



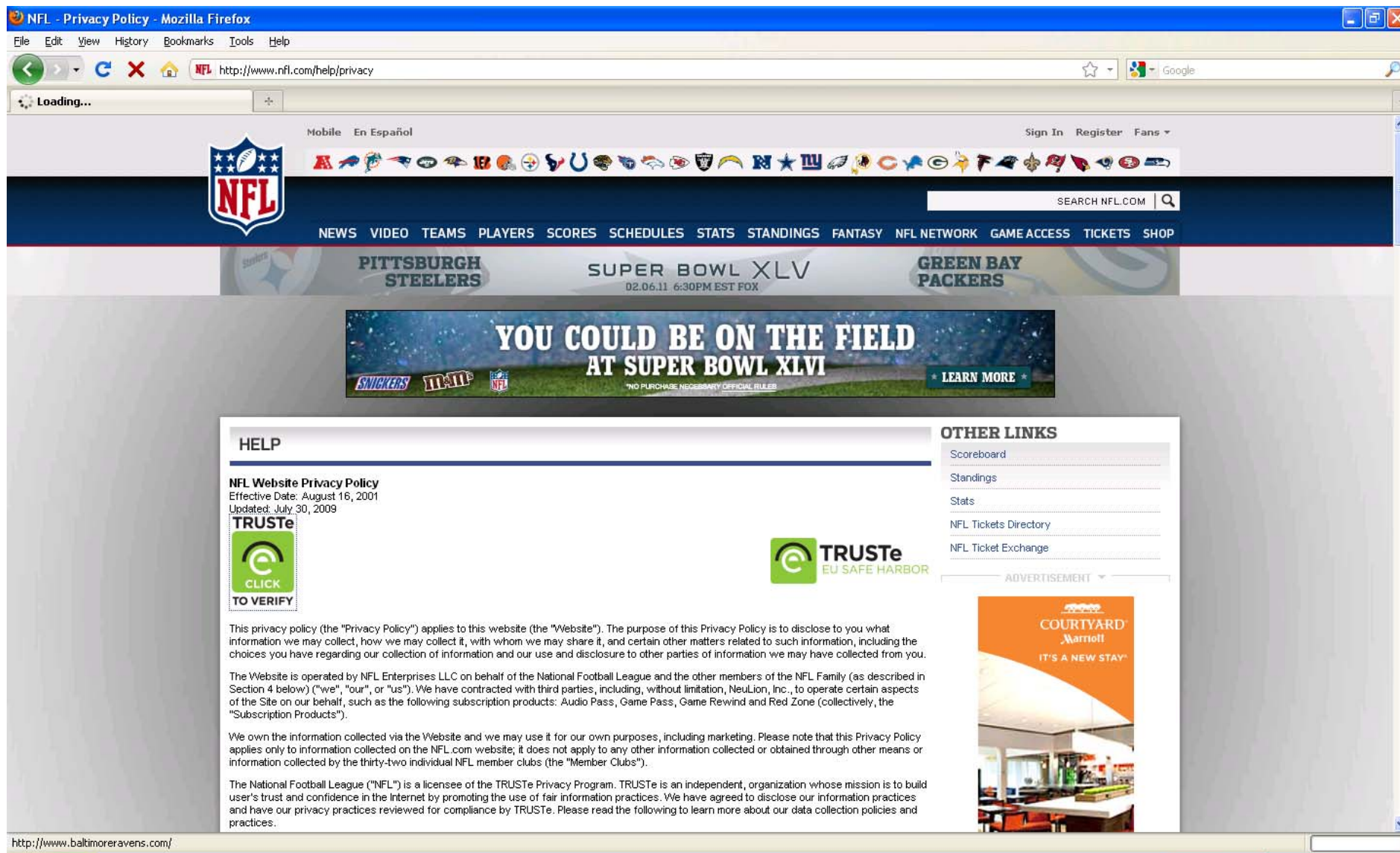
Cowboys
Giants
Eagles
Redskins

Bears
Lions
Packers
Vikings

Falcons
Panthers
Saints
Buccaneers

C
R
4
S

© 2011 NFL Enterprises LLC. NFL and the NFL shield design are registered trademarks of the National Football League. The team names, logos and uniform designs are registered trademarks of the teams indicated. All other NFL-related trademarks are trademarks of the National Football League. NFL footage © NFL Productions LLC. [PRIVACY POLICY](#) | [Terms & Conditions](#)



1.2.2011

Validation Page for Online Privacy Certification by TRUSTe - Mozilla Firefox

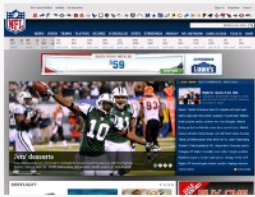
File Edit View History Bookmarks Tools Help

http://clicktoverify.truste.com/pvr.php?page=validate&companyName=National Football League&sealid=102

Validation Page for Online Privacy Ce...

TRUSTe
CLICK WITH CONFIDENCE

TRUSTe Site Validation



[Return to Site](#)

National Football League

This site is certified by TRUSTe

Endorsed by: 913 users.

National Football League is a licensee of the **TRUSTe® Privacy Program** and abides by the EU Safe Harbor Framework as outlined by the U.S. Department of Commerce and the European Union.

For the following URLs:

- store.falcons365.com
- webmail.gbpackersfan.com
- www.49ers.com

National Football League: Tell us about your experience with their privacy program:

[Positive Endorsement](#) [File a Complaint](#)

TRUSTe for Businesses

Demonstrate your Commitment to Customer Privacy by Getting Your Web site and Privacy Policy Certified by TRUSTe. [Learn More >](#)


With MyPrivacy™

Stop people search databases
Remove yourself from direct marketing mailing lists
Control your exposed personal information online

[Get MyPrivacy](#)

TRUSTe Consumer Feedback

"TRUSTe has made a significant difference in the resolution of my complaint. I will pass the information along to friends!"
 – Cathy K. (Seymour,TN)



About TRUSTe

TRUSTe helps people click with confidence by guiding them to trustworthy Web sites. Companies that display the TRUSTe seal on their Web site's privacy policy comply with the highest standards for protecting your personal information. [Learn more about TRUSTe >](#)

TRUSTe Safe Shopping is your trusted shopping destination. Shop with confidence at thousands of websites. [Go to TRUSTe Safe Shopping >](#)

Trusted Sites

Trusted Logos

[Find More >](#)

Waiting for clicktoverify.truste.com...

www.nfl.com

2/6 Brand

Importance of the company's **reputation** in choosing to do business with them

- ...inside and outside the web
- E.g. Transferrable trust - banks

Amazon.com: web-service more trusted even more than real-world services - brand matters more than medium

Companies who already have trusted brands, often **don't** participate in online seal programs

3/6 Navigation

The ease of finding what the visitor seeks for

= VERY important!

= Clarity

= Access

= Reinforcement (same style throughout the style for interactions and moving about)

4/6 Fulfillment

The process one works through from the time a purchase process is initiated until the product is received

Includes:

- protection of personal information
- tracking
- recourse (= help)
- return policy
- simplicity of process

5/6 Presentation

- = Ways in which the look of the site, in and of itself, communicates meaningful information to you
- = clarity of purpose
- = craftsmanship
- = resembles other trusted sites

6/6 Technology



- = The ways in which the site technically functions
- = speed
- = new technical features, advanced technology...even at the cost of usability
- = VERY important: remember the extra buttons on the phones the users wanted (yes it's that guy Norman again)



Now let's select a site to
analyse?

Signs for distrustworthiness?

- The elements of trustworthiness are missing
 - Typos, not linked, unclear...
- Security indicators
- ...but with Phishing you often copy a site and then the site **does have** the trust elements, too.



Next time 8.2.2011

- Privacy
- Selection of topics for essays made at the latest