

Research Now earns respected TRUSTe Email and Web Privacy Seal of Approval



Released on: April 23, 2012, 12:13 pm

Author: [Research Now](#)

Industry: [Internet & Online](#)

LONDON, April 23, 2012, 12:13 pm -- [/EPR NETWORK/](#) -- Research Now, the leading global online sampling and data collection company, has announced that it has recently received the well-respected TRUSTe Email and Website Privacy Seal of Approval for its Valued Opinions panel in the United Kingdom. Research Now joins over 5,000 companies committed to building consumer trust online through participation in the TRUSTe Privacy Seal programme.

"The new certification is evidence of our commitment to not only be compliant with European privacy laws and meet all necessary requirements for safely collecting personal data and opinions through market research surveys, but also to implement best practices that go beyond this." said Thomas Lapperger, Vice President of Panel Marketing and Customer Relationship Management at Research Now.

To achieve this certification, the [Valued Opinions Panel](#) had to undergo a very thorough review of its privacy policy and practices to ensure the programme is compliant with TRUSTe's strict requirements, including transparency, accountability and choice regarding the collection and use of panelists' personal information. Furthermore, through its Email Privacy Seal, TRUSTe reinforces the Valued Opinion programme's commitment to good email practices by certifying email disclosures, reputation and unsubscribe policies.

Lapperger continued: "In times when online privacy becomes even more important for internet users, we are doing everything we can to ensure the survey experience is safe for our valued panel members. Receiving the TRUSTe Privacy Seal demonstrates our commitment to maintaining the strictest of privacy standards based on transparency and trust, and we will continue to work with TRUSTe to uphold these standards for our consumer panels worldwide."

TRUSTe's mission as an independent third party is to accelerate online trust among consumers and organisations globally through its leading privacy trust mark and innovative trust solutions. The TRUSTe seal is a signal to consumers that a website is safeguarding their personal information and values their online privacy.

About Valued Opinions

Owned and operated by Research Now, Valued Opinions is a consumer research panel made up of individuals participating in market research surveys and [online polls](#) in exchange for rewards. Through various partnerships with popular international retailers, Valued Opinions' members can take part in reward surveys to earn and redeem credits for gift vouchers accepted online and in stores. Members also have the opportunity to donate rewards to charitable causes if they choose. For more information, visit www.valuedopinions.co.uk.

About Research Now

Research Now is the leading global online sampling and online data collection company. With over 6 million panelists in 38 countries worldwide, Research Now enables companies to listen to and interact with real consumers and business decision makers in order to make key business decisions. Research Now offers a full suite of data collection services, including paid for [online surveys](#) and social media sampling, and operates leading opinion panels around the world. The company has a multilingual staff located in 24 offices around the globe. Visit www.researchnow.com to learn more about [market research](#).

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 from top companies like Apple, AT&T, Disney, eBay, HP,

Microsoft, Nationwide and Yelp rely on TRUSTe to ensure compliance with evolving and complex privacy requirements.

- Ends -

PR Contact:
Ms R Hay
Executive Digital Marketing
Research Now
39 York Road
London
SE17NQ
+44 20 7921 9788
www.valuedopinions.co.uk

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)