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### VENTUREDEAL CERTIFIED TO JOIN TRUSTe PRIVACY SEAL PROGRAM

*VentureDeal Becomes TRUSTe Sealholder, Demonstrates Commitment to  
Consumer Privacy Protection*

**Menlo Park and San Francisco – February 10, 2008** – [VentureDeal](#) today announced that its Web site has been certified to display the TRUSTe Privacy Seal, which demonstrates its commitment to consumer privacy and trust online. TRUSTe, the leading privacy certification and seal program, awards its privacy seal only to companies that complete the rigorous TRUSTe certification process and agree to comply with ongoing oversight and TRUSTe’s consumer dispute resolution process.

“By becoming a TRUSTe sealholder, VentureDeal gives its customers a clear signal that it is trustworthy and respects the privacy wishes of the people who visit its Web site,” said Fran Maier, executive director and president of TRUSTe. “VentureDeal joins more than 2,000 organizations committed to building consumer trust online through participation in the TRUSTe Privacy Seal program.”

The TRUSTe Privacy Seal is one of the most recognized branded symbols of trust among consumers. The TRUSTe Privacy Seal communicates that a Web site has posted a privacy statement and that its information gathering and dissemination practices follow guidelines for notice, choice, access, security and redress outlined in the Federal Trade Commission’s Fair Information Practices. Specifically, TRUSTe sealholders agree to:

- Disclose their information gathering and dissemination practices;
- Give consumers choice to limit any secondary uses of their personal information through opt-in or opt-out;
- Provide consumers with access to their personal information to correct any inaccuracies; and
- Ensure that reasonable security mechanisms are being used to protect the data that is collected.

“We are pleased to join TRUSTe in fostering responsible information practices online,” said Don Jones, CEO of VentureDeal. “TRUSTe certification serves as a benchmark in our ongoing commitment to safeguard consumer privacy and security.”

Ongoing monitoring and the Watchdog Consumer Dispute Resolution mechanism are cornerstones of the TRUSTe Privacy Seal and Certification Program. Through automated Watchfire monitoring, TRUSTe systematically monitors the practices of seal program participants to ensure ongoing compliance with posted privacy statements. In addition, TRUSTe provides consumers and organizations an effective, easy-to-use method to resolve privacy disputes through its online Watchdog Dispute Resolution service.

### **About VentureDeal**

VentureDeal is a venture capital database that provides comprehensive technology company intelligence tools and [the latest news](#) to service firms, technology companies and venture investors. At only \$25 per month, VentureDeal subscribers receive real-time information about U.S.-based companies getting funded or acquired, along with who is involved - down to the individual decision maker, company management and venture capital partner. VentureDeal also offers full corporate account functionality as well as custom research services on a project-quoted basis. For more information, or for a free introductory trial, visit [VentureDeal](#). To read VentureDeal's CEO blog, [click here](#).

### **About TRUSTe**

TRUSTe helps consumers and businesses identify trustworthy online organizations through its Web Privacy Seal, Email Privacy Seal and Trusted Download Programs. An independent, nonprofit organization celebrating its 10th anniversary in 2007, TRUSTe certifies more than 2,400 Web sites, including the major internet portals and leading brands such as AOL, eBay, IBM, Intuit, Microsoft and Oracle. TRUSTe resolves thousands of individual privacy disputes every year. To learn more about internet privacy visit [www.truste.org](http://www.truste.org).

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