

BUILDING TRUST IN THE DIGITAL AGE



Brands, consumers and partners all play vital roles in the digital landscape. To nurture this relationship, it's essential that trust is at the forefront. Here's how Vericast is taking steps to build and maintain that trust:

/ EMBRACING CONSUMER RIGHTS

While laws vary by state, Vericast is committed to respecting these essential consumer rights:

01/ KNOWLEDGE

The right to understand the data collected and used by businesses.

02/ CORRECTION

The right to correct inaccurate personal information.

03/ DATA REMOVAL

The right to request that personal information be deleted.

04/ CHOICE

The freedom to opt out of the sale or sharing of personal information, the use of personal information for automated decision-making or targeting, and the right to limit the use of or require consent for sensitive personal information.

05/ DATA TRANSFER

The ability to obtain and move personal information to another entity.

/ ENSURING FAIRNESS

No penalties for consumers exercising their privacy rights.

/ OUR PLEDGE TO BUILD TRUST

Brands have a responsibility. Vericast's commitment to these pillars ensures we're doing our part >



TRANSPARENCY

Clear communication on data practices



PRIVACY FOCUS

Establish and enforce robust privacy guidelines



PARTNER ACCOUNTABILITY

Ensure partners maintain privacy standards

/ TRUST PRIORITIES

CONSUMER VS. ORGANIZATION



01/ Clarification on data usage

39%

02/ Not selling their data

21%

03/ Observing all privacy regulations

20%

04/ Ability to modify privacy settings

10%

05/ Prioritizing data security

9%



01/ Observing all privacy regulations

30%

02/ Clarification on data usage

26%

03/ Not selling consumer data

21%

04/ Prioritizing data security

17%

05/ Ability to modify privacy settings

5%

Source: Cisco 2023 Data Privacy Benchmark Study, consumer n=2,600, organization executives n=4,700

/ FOR A DEEPER DIVE...

Interested in learning more about privacy and trust? Check out our [recent blog](#) on the topic.

