

# Trust Enablement™ Assessment of OECD Privacy Guidelines

(Look for blank or sparse categories to identify opportunities for improvement)

## Trust Ensuring Services

### ♦ Motivation

- ♦ Collection Limitations
- ♦ Data Quality
- ♦ Use Limitations
- ♦ Accountability

### ♦ Risk Transfer

### ♦ Ability

- ♦ Security Safeguards

## Trust Establishing Services

### ♦ Experiential Sources of Trust

- ♦ Openness
- ♦ Individual Participation

### ♦ Authoritative Sources of Trust

- ♦ Purpose Specification
- ♦ Disclosure

### ♦ Introduction to Sources of Trust