



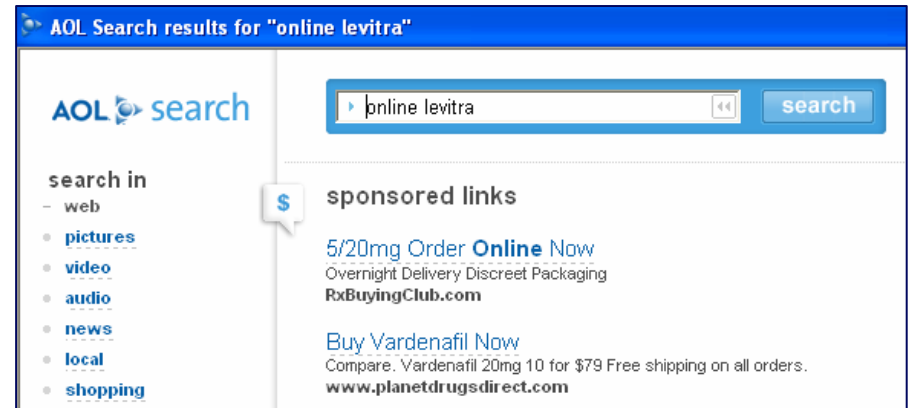
# **"I Am My Brother's Keeper:" A Distributed Model of Consumer Protection and Self-Regulation**

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# Pharmacy Sponsored Links in AOL Search

- AOL receives online pharmacy sponsored links from Google.
- Pharmacies must be approved by third-party verifier, PharmacyChecker, to appear.
- Link from pharmacy site lists its PharmacyChecker rating.



PharmacyChecker Rating (0-5 checks)	✓✓✓✓✓
<a href="#">Dispenses Only Through Licensed Pharmacies</a>	✓
<a href="#">Financial Information You Send Online is Secure</a>	✓
<a href="#">Promises Privacy of Your Personal/Medical Information</a>	✓
Need to Send Your Original Prescription	✓
Company Address and Phone Number Provided	✓

# TRUSTe Trusted Download Program



Make Privacy Your Choice

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## The Trusted Download Program (alpha)

*Making Downloading a User's Choice*

*I'm ready to download*

*YES*

**ABOUT**

Trusted Download is a whitelist for businesses to direct advertising dollars and distribution opportunities to downloadable software which demonstrates informed consumer choice, doesn't exhibit surreptitious activities and gives control back to users.

**NEWS**

**MATERIALS**

**Executive Summary**

**Program Requirements**

**SPONSORS**

**AOL, CNET, Computer Associates, Verizon, and Yahoo!**

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Advertisers click here for information on the certified ad registry

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