



## OTA 2011 Recap

This past year the Online Trust Alliance (OTA) realized significant growth in multiple dimensions, both increasing and diversifying our membership, publishing more key reports than ever before, and investing in member education. OTA is now recognized as an international thought leader in brand protection, security, privacy and public policy. Membership grew by over 25 new members from leading brands, government agencies and service providers. OTA received [coverage in over 250 articles](#) resulting in over 150 million online impressions and is regularly quoted in such marquee publications as *USA Today*. Thirty press releases by OTA members received support in the form of quotes, templates, or press interviews by OTA, providing a powerful third party endorsement and resulting in positive mentions. Here's a month-by-month retrospective of our many activities:

### January

- Press Release: [OTA Releases 2011 Data Breach & Loss Planning Guide](#)
- [OTA Submits comments to the Dept of Commerce for Data Privacy & Innovation](#)
- Webinar: Data Breach Readiness

### February

- Member working meeting in San Francisco
- [Anti-Malvertising Guidelines & Best Practices - Updated](#)
- Taskforce formed to address exploits targeting email marketers and their service providers
- Webinar: Anti-Malvertising

### March

- Press Release: [Guidance for April Fool's, Urging Businesses to Protect Customers](#)
- Presentation at Communications Fraud Control Association Member Meeting
- ICANN DNSEC Workshop participation
- Strategic relationship formed with [Smart Card Alliance](#)

### April

- Press Release: [OTA Security Framework for the Interactive Messaging Ecosystem](#)
- Webinar: Updated Data Breach Readiness
- Webinar: Email System Security Best Practices
- Webinar: Email & Domain Authentication Progress
- OTA representation added to DHS DNSSEC & Email Security Tiger Team
- Strategic relationship formed with [StopBadware](#)

### May

- Press Release: [2011 Online Trust Scorecard & Honor Roll - 74% Fail to Make the Grade](#)
- OTA Training Email Authentication Academy – Chicago
- Speaker at PII Conference – San Jose, CA
- OTA forms strategic relationship with [National Cyber-Forensics & Training Alliance](#)
- Participates at Smart Card Alliance Annual Conference - Chicago
- Webinar: Symantec Security Intelligence Report
- Webinar: Canadian Anti-Spam & Data Governance

## June

- Member Working Meeting in San Francisco
- Webinar: Always On-SSL
- Webinar: 2011 State of Badware with StopBadware.org
- [Board appoints Mark Goldstein and Don Blumenthal as strategic advisors](#)

## July

- [Craig Spiegle appointed to the FCC Security, Reliability & Interoperability Council \(CSRIC\)](#)
- Press Release: [Announces Keynotes for 2011 Online Trust Forum](#)
- [Submits comments to Commerce Department on NSTIC Governance Models](#)
- OTA forms strategic relationship with [IT-ISAC](#)

## August

- [Submits comments to Commerce Dept Cybersecurity Innovation & The Internet Economy](#)
- Webinar: Mobile Security & Privacy

## September

- Participates in [NIST Cybersecurity Education Workshop](#)
- OTA joins broad coalition and supports [National Cybersecurity Awareness Month](#)
- Press Release: [Forms Industry Coalition & Announces "Why Your Browser Matters"](#)
- Webinar: Member PR Best Practices

## October

- Press Release: [Email Authentication Surpasses Tipping Point](#)
- [OTA Training Academy – Regulatory Compliance, Email Authentication & Anti-Malvertising](#)
- [7<sup>th</sup> Annual Online Trust Forum](#) – Over 200 attendees
- Press Release: [Online Trust Alliance Announces 2011 Online Trust Leadership Awards](#)
- Hosts OTA Member Hill Visits with Congressional & White House Staff

## November

- [Submits Comments to Commerce Dept on Botnet & Related Malware Voluntary Guidelines](#)
- [DHS Selects OTA to Train Government Agencies to Counter Spear Phishing](#)
- [Participates in USA Today Live Privacy Chat](#)
- Creates Training Curriculum for DHS and Federal Agencies
- [Joins working group developing the "White House Privacy Bill of Rights"](#)

## December

- [Speaker at IAPP Practical Privacy Series](#) – Washington DC
- Joins White House Botnet Remediation Taskforce
- Expands staff hiring Austin Wilson, Director of Education & Technology Services