

**FOR IMMEDIATE RELEASE**

**Contact** Theresa Bertrand  
[tbertrand@deussenglobal.com](mailto:tbertrand@deussenglobal.com)  
Deussen Global Communications  
T: 212-682-2293 x123 | F: 212-682-3757  
[www.deussenglobal.com](http://www.deussenglobal.com)

## ***Fairytale Brownies Earns BBBOnLine Privacy Seal***

***Chandler, AZ November 17, 2005 Fairytale Brownies*** today announced that it has reached a milestone in its commitment to protect customer privacy online. After a rigorous review of ***Fairytale Brownies*** online privacy policy and practices, BBBOnLine has granted ***Fairytale Brownies*** the BBBOnLine Privacy Seal.

“Businesses that qualify for the BBBOnLine Privacy Seal are demonstrating to their customers care and respect for the treatment of personal data,” said Ken Hunter, president and CEO of the Council of Better Business Bureaus. “The BBBOnLine Privacy Program builds on eight decades of Better Business Bureau experience in fostering ethical business practices through voluntary self-regulation programs.” The Council is the umbrella organization for the 128 BBBs in the United States and Puerto Rico, and the parent organization of BBBOnLine.

Companies applying for the BBBOnLine Privacy Seal undergo an extensive review to verify that they handle their online customers’ personal data according to the stringent requirements set by the program. Websites qualifying for the seal must post a privacy policy that is easy to find, easy-to-read and easy to understand. The posted policy must include information on choice, access to data, transfer of information to third parties, data integrity, and security. Close to 700 websites have been awarded the seal and several hundred companies are in the process. The program has received very favorable international recognition and has received applications from over 20 countries worldwide.

In addition, seal holders agree to participate in the programs dispute resolution system that provides a consumer-friendly dispute settlement process and offers specific consequences for non-compliance, such as seal withdrawal, publicity and referral to government enforcement agencies.

***Fairytale Brownies*** has shown the strongest dedication to protecting its online customers’ privacy by participating in the BBBOnLine Privacy Program and posting the BBBOnLine Privacy Seal on their website. We commend them for helping to build consumer trust and confidence on the Internet,” said Charlie Underhill, chief operating officer of BBBOnLine. ***Fairytale Brownies*** displays the BBBOnLine Privacy Seal on their Web site, at [www.brownies.com](http://www.brownies.com).

Additional information about the BBBOnLine Privacy and Reliability Seal Programs can be found at [www.bbbonline.org](http://www.bbbonline.org).

# # #