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Joanne Furtsch is a proven expert in online privacy practices, COPPA and European Union Safe Harbor compliance. She holds the title of Policy & Product Architect at TRUSTe, which certifies and monitors online privacy practices for more than 40 percent of the top fifty web sites including Yahoo, Microsoft, eBay, AOL, Adobe, AT&T, Comcast, Disney, Weather.com, Apple, LinkedIn, Web MD, and Yelp. She has contributed extensive practical expertise on a number of groundbreaking services TRUSTe offers to customers, including TRUSTe's Small Business solution, European Union Safe Harbor Seal program, Email Privacy Seal program, and Trusted Download Program that help businesses enhance consumer trust, drive increased registrations and transactions, and comply with complex privacy requirements..

During her ten-year tenure at TRUSTe, Ms. Furtsch has been TRUSTe's lead advisor to complex enterprise companies such as Microsoft, IBM, Oracle, Pfizer, Nestle, and Disney. Now as part of the Product team, she is integral in building new programs to expand TRUSTe's offering to address the complexities of the online ecosystem, and working cross functional teams to develop and implement policy and programs. A creative and dedicated privacy professional, Ms. Furtsch never ceases her efforts to continually improve the company's existing programs.

Ms. Furtsch has also served on the Advisory Committee to develop the Recommended Practices on California Information-Sharing Disclosures and Privacy Policy Statements for the California Office of Privacy Protection. She graduated with a B.A. in Finance from California State University, Fullerton, and holds both CIPP and CIPP/C certifications.