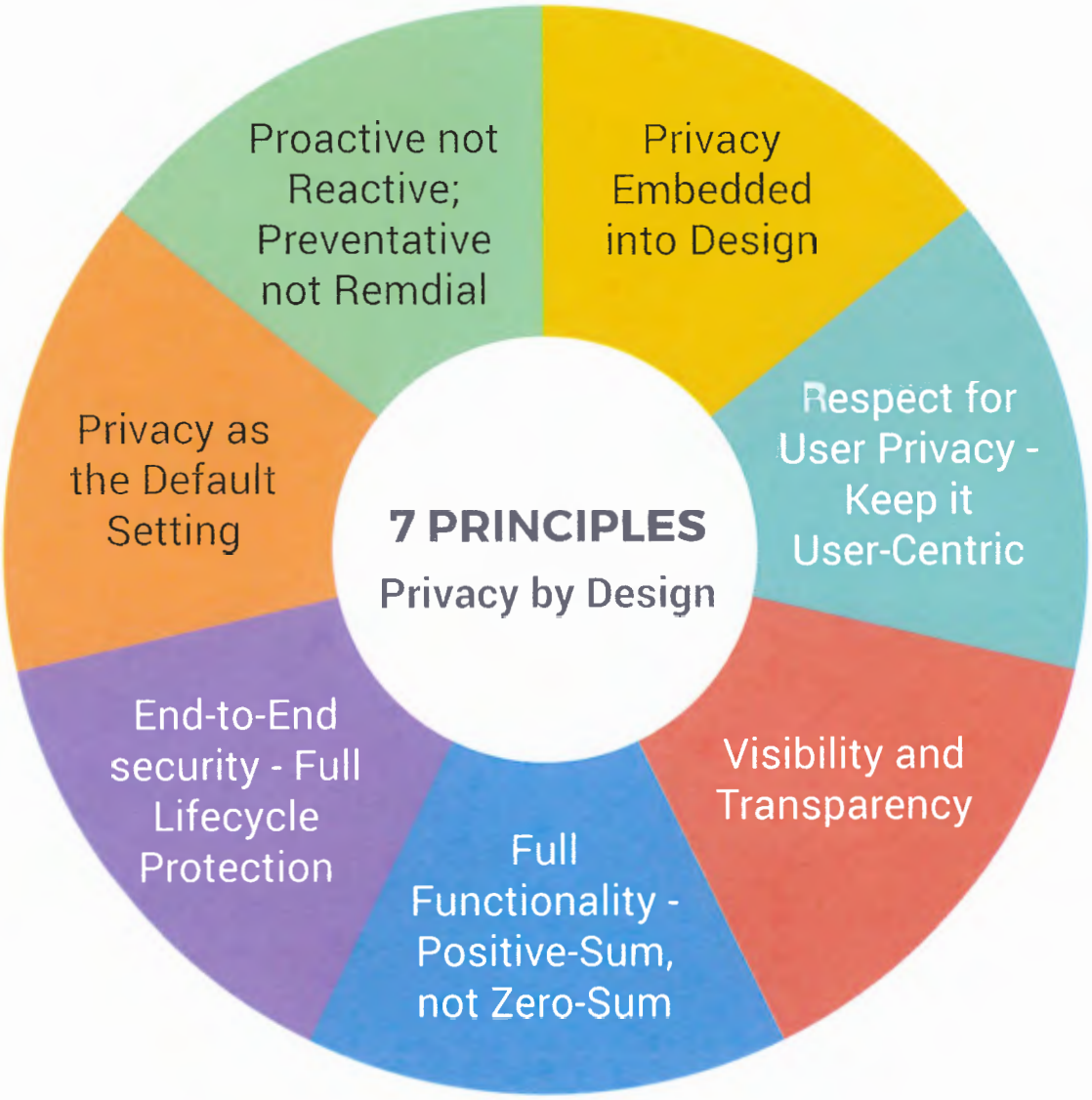
CCC EXHIBIT


Proactive not Reactive; Preventative not Remdial
Privacy Embedded into Design
Respect for User Privacy - Keep it User-Centric
Visibility and Transparency
Full Functionality - Positive-Sum, not Zero-Sum
End-to-End security - Full Lifecycle Protection
Privacy as the Default Setting
7 PRINCIPLES
Privacy by Design