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Graebel ReLoTRENDSSM



The Internet opens doors, providing ample opportunities to find information, connect with friends, and network with professionals. For people relocating, the Internet can help them learn more about their destination, find housing, and prepare for the move. Unfortunately, the Internet can also be a threat – invading the privacy of its users and sharing more information than most people are comfortable with.

PROTECTING PRIVACY IN AN INTERNET-DRIVEN WORLD

COLLECTING INFORMATION

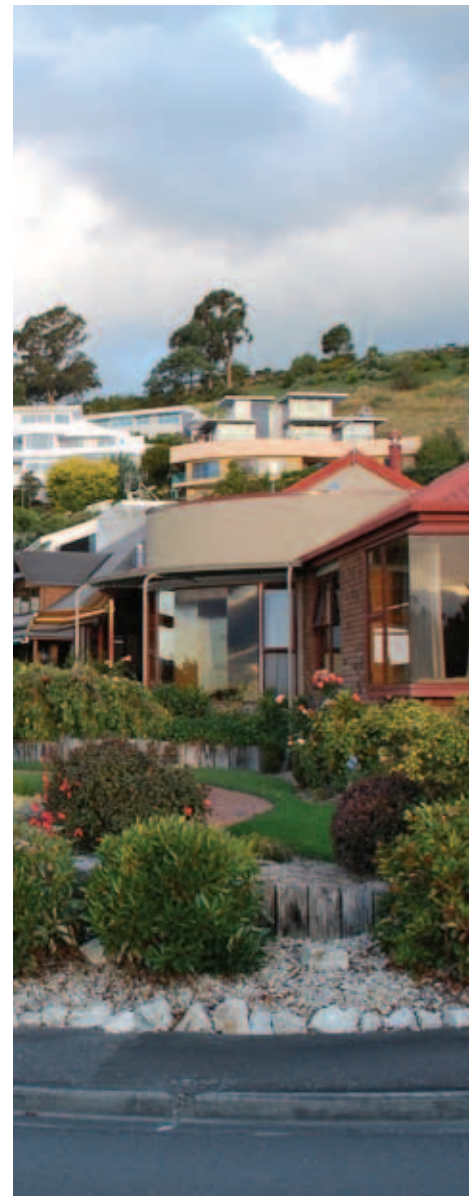
When a person visits a website, blog, or social media site, the computer leaves a digital trail. Through this trail, companies and individuals can create a profile of user, including a person's age, income, shopping habits, health issues, family information, and property records.¹ All of the information collected may then be shared with marketers and other businesses.

MONITORING STREET VIEWS

With the introduction of Google Street View, a new concern has popped up – especially for people who are looking to sell their homes. Now, Internet users can access panoramic views of homes and neighborhoods and use this information to determine areas they want to consider for look-see visits with their real estate agents. However, if a Street View does not accurately reflect the current situation of a home, it can have a detrimental effect on whether the property is included in a home buyer's or relocating employee's consideration set.

Relocation professionals should encourage transferring employees to remove their homes from Google Street View using the steps below, especially if a photo shows landscaping issues, peeling paint, or other issues that have since been corrected and could decrease a home's curb appeal.

- > Locate the image in question through Google Maps with Street View.
- > Click on "Report a problem" in the bottom left of the image window.
- > Complete the form and hit "submit."



¹ "The internet is spying on you." The Week, September 10, 2010.

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Images can be removed from Google Street View if they feature inappropriate content, individuals, cars, or homes.²

SAFEGUARDING PRIVATE INFORMATION

By taking simple steps and being aware of how information is gathered and used on the Internet, users can protect their information. TRUSTe, the leading Internet privacy services provider, recommends users:

- > Clear their computers' browsers' cache and delete cookies once a week.
- > Read and understand the privacy policies of websites they visit.
- > Use a "spam" or secondary e-mail address for purchases and when signing up for new accounts.
- > Use caution when opening e-mails to avoid viruses, malicious software, and phishing scams.
- > Minimize personal information sharing.
 - > Even sharing innocuous bits of information can give a glimpse into your identity. For example, social security numbers are assigned based on the

location and date of a person's birth. Identity thieves can search for this information and potentially figure out a social security number.³

- > Use strong passwords, which include upper and lower case letters, numbers, and symbols, and remember to sign out of a service or account when finished.

PARTNERING WITH PROVIDERS THAT PROTECT PRIVACY

When selecting a relocation partner – or any partner for that matter – companies should pay attention to how these partners demonstrate commitment to consumer trust and privacy online by looking for the TRUSTe EU Safe Harbor Seal. TRUSTe awards this symbol to websites that have agreed to abide by the framework for privacy outlined by the U.S. Department of Commerce and the European Commission, as well as participate in TRUSTe's Watchdog Consumer Dispute Resolution Service.

Protecting customer privacy is important to Graebel, and as a licensee of the TRUSTe Privacy Program, Graebel has implemented a strictly practiced privacy policy. Personally identifiable information is not collected unless website visitors decide to provide this information. Additionally, Graebel does not

share, sell, rent, or trade personal information with third parties for promotional purposes.

As Internet use continues to play a major role in people's lives, paying attention to privacy and safeguarding personal information will grow even more important. Graebel recommends all professionals inquire of their providers and partners when they will achieve their TRUSTe certifications – and also remain aware of how and what information is collected about them.



WHAT DO YOU NEED? HOW CAN WE HELP?

Worldwide Full-Service Relocation Services | Worldwide Moving & Storage Services | Worldwide Commercial Services | Worldwide Move Management

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² "Google Helps Users Learn What It Knows About Them." The Wall Street Journal, September 3, 2010.

³ Steve Lohr. "How privacy vanishes online." The New York Times, March 26, 2010.