

True Online Privacy Exists At CareerSite.com

By M. Rembrandt, CareerSite Corporation

Are you anxious about searching for a new job online, having your personal information exposed, or your credit card numbers stolen? Are you concerned that your current employer will find out your looking for a job? With the increasing growth rate of various Internet viruses and thefts of private information, security and identity protection are hot topics among online consumers. However, if you are looking for an e-recruitment solution, let CareerSite Corporation ease your fears. CareerSite.com takes all of the necessary precautions to guarantee your privacy including: a secure Privacy Policy, SSL encryption software, and a unique technology that blocks user information and empowers job seekers with complete control over résumé disclosure.

The rash outbreak of computer viruses and hackers destroying network environments has finally made the government take note of online security issues. "Congress will busy itself with online and financial privacy issues ... now that the Federal Trade Commission (FTC) has released formal financial privacy regulations...." according to Newsbytes writer Robert MacMillan (Washington, D.C., 5/15/00). However, prior to President Clinton's urging for "tech executives to create a more secure online environment and...maintain the privacy of users and the openness of the Internet" in early 2000, (Forbes.com, James Freeman, 2/21/00) CareerSite already had a secure, recruitment resource running successfully online for five years. "When the company was first established, we knew it was important to protect the privacy of our users," said Don Dornbush, founder and president, CareerSite Corporation. "Our anonymous profile technology is the first of its kind. It not only allows job seekers to look for work while still employed, it gives employers access to hard-to-find candidates."

Some online sites use confidential consumer data to market products or even sell the information to other companies. Before entering any personal facts, it is important to read web site privacy policies and terms and conditions of use. The CareerSite Privacy Policy eliminates all security fears in regards to using www.careersite.com. Specifically, the policy states that CareerSite owns all of the user data collected on their web site and will not disclose any confidential information. It is only used when necessary to contact job seekers regarding confidential "invitations" from interested employers or to send automatic notifications of matching job opportunities. In addition, the Terms and Conditions agreement acknowledges that "users will not copy, distribute or sell any proprietary information posted by other users and made available on CareerSite.com."

Some companies use IP addresses and Cookies to find private user information. An Internet Protocol (IP) address is a unique number assigned to your computer when you connect to the Internet. When a company has your IP address, they can "call" or send unwanted information to your computer using this number. CareerSite uses IP addresses to track unique users only. Cookies are pieces of user data stored on the user's hard drive that terminate as soon as the web-browser closes. CareerSite uses cookies to improve service, track repeat visitors, and monitor web site usage. This data does not link to any private, identifiable, information while on CareerSite.com.

You do not need to be fearful of entering credit card information online as long as you do a little investigating. When visiting a site, look for a picture of a lock or some kind of security text. As consumers request security features, more online businesses are purchasing and using encryption software. Before you enter a credit card number, look for some evidence of an encryption, privacy feature and links to more information. If you do not see any security services

mentioned, contact the site and ask for more information prior to entering confidential data.

All transactions on CareerSite.com occur in a Secure Socket Layer (SSL) environment. This means that credit card information goes through 128-bit encryption and is protected by the best encryption software in the industry. In addition, CareerSite servers have multiple security features and are stored in a protected environment.

How can you protect yourself if you want to post your résumé online but you don't want your current employer to know you're looking for a new job? CareerSite's unique technology blocks personal information while allowing you to look for work with top U.S. companies. Over 8,000 employers currently use CareerSite's recruitment services. Using a password protected, confidential profile that does not contain any identifying information, candidates can market themselves anonymously to employers while maintaining complete control over résumé exposure.

Candidates create a profile that does not contain any personally identifiable information (unless entered by the user in the "Candidate Highlights" registration section). Employers search these profiles, not personal résumés. If a job matches a profile, the employer contacts CareerSite who then confidentially notifies the candidate via e-mail. The candidate then decides if he or she wants to release a résumé and personal information to the employer. This system is unique to CareerSite and empowers job seekers with the ability to look for work undetected by their current employers. It also provides employers with a large database of those highly skilled, hard-to-find candidates who are currently looking for a new career and are still employed. Specifically, the CareerSite database alone is home to more than 200,000 candidates and was recently rated number two in résumé quality by the 2000 Electronic Recruiting Index.

By being aware of privacy statements and web site terms and conditions, you do not have to be fearful of entering your personal information on the Internet. Check for encryption software and e-mail notification procedures before entering any credit card data or personal facts. If you're looking for a job, use CareerSite's unique, anonymous profile software, and you will be guaranteed that your private information will remain just that -- private. Take the time to read web site security policies. You will be a more informed consumer and enjoy the World Wide Web fear-free.