TRUSTED APP

mediaTest digital

Create confidence with security.

Excellent app. Decisive in the App Store.

TRUSTED APP is the leading quality seal in Germany for you and your users, which stands for privacy and data security for apps. mediaTest digital as neutral instance makes mobile applications comparable and creates security for private as well as business use of smartphones and tablets.

The TRUSTED APP seal provides users with orientation and decision-making support in the overcrowded app stores. It stands for safety and a comprehensive, critical test procedure. For app developers and editors, the seal also takes on the important function of quality assurance.

This is how you stand out from other companies.

TRUSTED APP

iOS & Android Application
Appname

mediaTest digital

· SECURITY MADE IN GERMANY ·

www.trusted-app.de

The TRUSTED APP seal serves as a purchase orientation and delimination feature in the competitive app market. Application possibilities:

- ✓ App store screenshots
- ✓ Mobile advertising
- ✓ Newsletter
- ✓ Image film
- ✓ Radio advertising
- ✓ Company presentation
- ✓ Press releases

Among other things, these companies have already been awarded the TRUSTED APP seal.

DB BAHN   **CinemaxX**   Sparkasse   **BKK Linde** DIE GUTE WAHL   **innogy**   Deutsche Post

TRUSTED APP

mediaTest digital

This is how you guarantee a secure app.

TRUSTED APP accompanies you on the way to the safe app. Our IT security analysts cover risky app behavior and help to close existing security gaps.

- ✔ Data protection guidelines of the Federal data Protection Act are respected
- ✔ Costly procedures and imaginative negative messages are avoided

Criteria for users in the app selection

85%
would not use an unsafe app

95%
welcome the certification of secure apps

To get good reviews, apps must meet different criteria. More than a half of all users are aware of their security before installing an app. Many users therefore appreciate the labeling of apps that encrypt and use their personal data trustworthy.[1]

[1] Results from the mediaTest digital survey on data protection (2013)

PERFORMANCE

- ✔ Multi-stage auditing process
- ✔ Comprehensive analysis of data protection and security factors
- ✔ Safety assessment
- ✔ Consulting and support for optimizations
- ✔ Legal reviews of terms and conditions
- ✔ Exhibition of various seal variants
- ✔ Automatic re-auditing for app updates and new certification

AUDITING PROCESS

- ✔ Data collection
- ✔ Dynamic analysis
- ✔ Automatic evaluation
- ✔ Manual revision
- ✔ Extensive test report

CONTACT

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mediaTest digital specialized in the security testing and auditing of mobile applications (apps) and, with its SaaS solution, supports APPVISORY companies in securing their mobile IT infrastructure.
mediaTest digital accompanies companies in the implementation of Enterprise Mobility concepts to protect them against data loss and economic espionage. App developer and vendors optimize their products on the basis of the test goods and use the TRUSTED APP quality seal in their communication and external presentation.