

APPENDIX C – 2017 HONOR ROLL RECIPIENTS

2017 Internet Retailer 500 – Honor Roll

51% Honor Roll - 42% Failing - 2% “Top of Class”

1-800 Contacts Inc.	Blue Nile Inc.	3 Discount Dance Supply
2 A/X Armani Exchange	2 Bluefly Inc.	5 DiscountRamps.com LLC
3 AAFES	3 Bonobos	3 Dollar Shave Club
Abercrombie & Fitch Co.	2 Bookbyte	Dolls Kill
AC Lens	Boscov's Department Store LLC	4 DoMyOwnPestControl.com
Adore Me	2 Boxed Wholesale	Dover Saddlery Inc.
Albertsons Inc. (was Safeway)	5 Build.com Inc.	DSW Inc.
Aleva Stores	5 BuildASign.com	3 eBags Inc.
2 Alex and Ani LLC	3 BuildDirect Technologies Inc.	3 Eddie Bauer LLC
6 Alibris Inc.	3 Burberry Ltd.	elImprovement LLC
6 Amazon.com Inc.	6 Cabela's Inc.	3 Entertainment Earth Inc.
American Apparel Inc.	Callaway Golf Co.	3 eSalon.com LLC
2 American Eagle	Carter's Inc.	5 Etsy Inc. ♦
3 American Girl LLC	Casper	5 evo
6 American Greetings	2 Cat5 Commerce	4 Express Inc.
3 Amway	Charlotte Russe Inc.	Fanatics Inc.
3 APMEX Inc.	Chewy Inc.	6 Fathead LLC
2 Apple Inc.	2 Chico's FAS Inc.	2 Fitbit Inc.
AppliancePartsPros.com Inc.	Christopher & Banks Corp.	2 Follett Higher Education
2 Ashford.com	2 ClickBank	Foot Locker Inc.
Ashley Stewart Inc.	2 Code42 Software Inc.	3 Forever 21
AutoZone Inc.	3 Costco Wholesale Corp.	3 Fossil Inc.
3 Avon Products Inc.	CPO Commerce LLC	2 Gaiam Inc.
B&H Photo-Video	Crate and Barrel	5 GameFly Inc.
Backcountry.com	3 Crutchfield Corp.	6 GameStop Corp.
Barnes & Noble Booksellers Inc.	CustomInk	3 Gap Inc.
BaubleBar Inc.	CVS Caremark Corp.	2 GiftCardLab.com
3 BCBG Max Azria Group LLC	2 Cymax Stores Inc.	Godiva Chocolatier Inc.
2 Bealls Inc.	DeepDiscount.com	2 Google Play
5 Best Buy Co. Inc.	Dell Inc.	2 GoPro Inc.
Better World Books	Destination Maternity Corp.	2 Groupon Goods
Beyond the Rack	Diamond Nexus	H&M
6 BikeBandit.com	Dick's Sporting Goods	2 Harry's Inc.
3 BJ's Wholesale Club	Diesel	2 hhgregg Appliances Inc.
2 BlissWorld LLC	Dillard's Inc.	Home Chef
2 Blue Apron Inc.	Directron.com	Hot Topic Inc.

Bold – Top 50 Consumer Facing

♦ – Top score in sector

2 3 4 5 6 – Consecutive years as Honor Roll recipient

2017 Internet Retailer 500 – Honor Roll, continued

6 HSN Inc.	3 Musician's Friend Inc. MVMT Watches	3 RealTruck Inc.
2 Hugo Boss AG	2 NakedWines.com Inc. National Business Furniture LLC	3 REI Reitmans (Canada) Ltd. Renegade Furniture Group Replacements Ltd.
3 iHerb Inc.	2 National Football League National Geographic Society	2 Restoration Hardware Richline Digital (was Gemvara)
3 IKEA.com Indigo Books & Music Inc.	3 National Hockey League	2 Ritani LLC
2 Indochino Inc. IS3 Inc. J. Hilburn Inc. J.C. Penney Co. Inc.	2 NatureBox Inc.	3 Rock Bottom Golf
5 JackThreads Inc. JamesAllen.com	3 NBTY Inc. Nebraska Furniture Mart New Balance Athletics Inc.	5 RockAuto LLC rue21 Inc.
3 Jimmy Jazz	4 Newegg Inc.	2 Saatva Inc. Sears Holdings Corp.
3 Joann.com	4 Nike Inc. Nine West Holdings Inc.	2 Sheet Music Plus LLC
3 K&L Wine Merchants	4 Nordstrom Inc.	3 Shindigz Shinola
3 Kate Spade Keurig Green Mountain Inc. Kohl's Corp. Lakeshore Learning	3 Nuts.com Office Depot Inc.	3 Shoebuy ShopLadder SmartSign.com LLC
2 Lands' End Leesa Sleep LLC Lenovo Group Ltd.	3 OmahaSteaks.com Inc.	2 Softchoice Corp. Spanx Inc.
3 LifeWay Christian Resources LightInTheBox Ltd. Living Spaces	3 Online Stores LLC	5 Spiraledge (was SwimOutlet)
5 LivingSocial Inc.	2 O'Reilly Auto Parts Organize-It	4 Spreadshirt Inc.
2 Lowe's Cos. Inc. LuLu's Fashion Lounge Inc. Macy's Inc. Mattress Firm Inc.	6 Overstock.com Inc. Panasonic Corp.	2 Stage Stores Inc. Staples Inc. Starbucks Corp.
3 MEC MeUndies Michael Kors Holdings Ltd.	3 Parts Express International Inc. Patagonia	2 Summit Racing Equipment Sur La Table Inc.
6 Microsoft Corp. MidwayUSA Inc.	6 Payless ShoeSource Inc.	4 Sweetwater Target Corp. Team Express Distributing LLC
5 Minted LLC Monkey Sports Inc.	2 Pep Boys	2 Tech for Less LLC Tempur-Pedic Tennis Warehouse Textbooks.com The Buckle Inc.
3 Monoprice Inc. Moosejaw	3 Petco Animal Supplies Inc.	3 The Clymb The Great Courses
2 Motorsport Aftermarket Group MotoSport LLC	2 PetFlow PetSmart Inc.	3 The Grommet
	3 Pier 1 Imports Inc. Poppin	6 The Gymboree Corp.
	2 Power Equipment Direct Inc.	
	4 PromGirl LLC	
	2 PropertyRoom.com Inc.	
	3 Purchasing Power LLC	
	3 PureFormulas.com Purple QVC Group	
	5 Ralph Lauren Media LLC	

Bold – Top 50 Consumer Facing

◆ – Top score in sector

2 3 4 5 6 – Consecutive years as Honor Roll recipient

2017 Internet Retailer 500 – Honor Roll, continued

- | | | |
|----------------------------|----------------------------|--------------------------|
| ② The Home Depot Inc. | ③ Tire Rack Inc. | ③ Warby Parker |
| ③ The Honest Company Inc. | Title Nine | ⑤ Wayfair Inc. |
| The Kroger Co. | ③ TJX Cos. Inc. | ⑤ Weight Watchers |
| The Lakeside Collection | ③ TOMS Shoes Inc. | Wine Library |
| ③ The Orvis Co. Inc. | Tractor Supply Co. | ② Wine.com Inc. |
| ② The RealReal Inc. | Trina Turk | Wolverine Worldwide Inc. |
| Thrift Books Global LLC | Tuft & Needle | ③ Zazzle Inc. |
| Thrive Market | ④ Under Armour Inc. | ③ Zumiez Inc. |
| Tiffany & Co. | V2 | |
| ③ Tilly's Inc. | Wal-Mart Stores Inc. | |

2017 Top 100 Banks – Honor Roll

27% Honor Roll - 65% Failing – 0% “Top of Class”

- | | | |
|-----------------------------|------------------------------|------------------------------------|
| ② Ally Bank | ④ City National Bank | ④ Regions Financial Group |
| ④ Arvest Bank | ③ Discover | ② Sun Trust |
| ⑥ Bank of America | ③ First Republic Bank | Synovus Financial Corp |
| ② Bank of Hawaii | ⑥ Frost Bank | ② The Private Bank |
| ② Bank of the West | Great Western Bank | ② Umpqua Bank |
| ④ BBT (Branch Bank & Trust) | ③ Huntington Bancshares, Inc | ③ Union Bank (MUFG Union Bank, NA) |
| ③ Capital One | ③ IBERIA Bank | ⑥ US Bank NA ♦ |
| Chemical Bank | ② Key Bank | ⑥ Wells Fargo |
| CIT Bank | ⑤ Morgan Stanley | ② Whitney Bank |

2017 U.S. Federal Government 100 – Honor Roll

39% Honor Roll - 60% Failing - 6% “Top of Class”

3 **Census Bureau**

Dept of Agriculture

Dept of Commerce (NIST)

Dept of Commerce (NTIA)

3 Dept of Education

Dept of Education (Grants & Aid)

3 Dept of Energy

Dept of Energy (Energy Star)

2 **Dept of Health & Human Svcs (Healthcare.gov)** ◆

Dept of Health and Human Services (HHS)

Dept of Homeland Security (DHS)

3 Dept of Interior

Dept of Interior (US Geological Survey)

2 Dept of Justice (DOJ)

Dept of Labor

3 Federal Bureau of Investigation (FBI)

Federal Communications Commission (FCC)

Federal Deposit Insurance Corporation (FDIC)

Federal Emergency Management Agency (FEMA)

Federal Trade Commission (Consumer Info)

Federal Trade Commission (Do Not Call)

3 Federal Trade Commission (FTC)

3 First Gov (USA.gov)

Government Printing Office (GPO)

2 Library of Congress (LOC)

3 National Aeronautics and Space Admin (NASA)

3 National Institutes of Health (NIH)

National Oceanic and Atmospheric Admin (NOAA)

3 National Park Service (NPS)

National Science Foundation (NSF)

Small Business Administration

3 Social Security Administration (SSA)

3 US Government Jobs

3 US Postal Service

US Postal Service (Store)

US Postal Service (Tools)

2 US Senate

3 White House

White House (Petitions)

2017 Consumer 100 – Honor Roll

76% Honor Roll - 20% Failing - 25% “Top of Class”

- 2 1040.com
- 2 1040NOW
- 2 **Airbnb**
- 2 All Clear ID
- 2 Ancestry
AOL
- 6 Badoo.com
BigFishGames
- Blogger**
- 2 **Booking.com**
- 4 **Box**
- 2 CareerBuilder
Classmates
Craigslist
DeviantArt
- 2 DocuSign
- 4 **Dropbox**
- 5 eHarmony
Equifax
- 3 eSmart (Liberty Tax)
- 2 Expedia
- 3 ezTaxReturn.com
- 6 Facebook
- 2 FileYourTaxes
- 5 Fiverr
- 3 Flickr
- 5 **Foursquare**
- 2 Free Tax Return.com
- 3 FreeTaxUSA
- 2 **Glassdoor**
Goodreads
- 3 **Google Docs**
- 2 **Google Play Music**
- 3 H&R Block
Hotels.com
- 4 **iCloud**
- 2 **Identity Guard**
IdentityForce
IMDb
- 2 Imgur
- 2 **Indeed**
- 5 **Instagram**
- 2 KAYAK
- 2 **LifeLock** ♦
- 6 **LinkedIn**
- 2 Lyft
- 3 Match.com
- 2 MediaFire
- 2 **Meetup**
- 2 Miniclip
- 2 Monster
- 2 MyHeritage
- 2 OkCupid
- OneDrive**
- 2 Orbitz
- 2 Pandora
- 5 **Pinterest**
PlentyofFish
- 2 Priceline
- 6 **Publishers Clearing House**
- 2 **Reddit**
- 2 Rotten Tomatoes
- 2 **Snapchat**
- 2 SoundCloud
- 2 **Spotify**
Tagged
- 3 TaxACT
- 3 TaxSlayer
- 2 TripAdvisor
- 6 Tumblr
- 6 **Twitter**
- 2 Uber
UpWork
- 2 VK
Wikipedia
- 5 Wordpress
- 4 Yahoo!
- 5 **YouTube**
- 2 Zoosk
- 6 **Zynga**

Bold – Top 50 Consumer Facing

♦ – Top score in sector

2 3 4 5 6 – Consecutive years as Honor Roll recipient

2017 News/Media 100 – Honor Roll

48% Honor Roll - 49% Failing - 3% “Top of Class”

About.com	2 Fortune	Rolling Stone
2 American City Business Journals	2 Gizmodo	Slate
AOL News	4 Google News ◆	TechCrunch
Boston.com	Huffington Post	2 The Atlantic
Bostonglobe.com Sites	Jezebel	The Daily Beast
2 Business Insider	LifeHacker	2 The Guardian
2 BuzzFeed	Mashable	The New Republic
CNET	2 Mic	The Onion
Dallas Morning News	Mirror Online	The Street
2 Disney Interactive	2 MSN News	TMZ
Edmunds.com	National Geographic	2 Vice
Elite Daily	NBC News	Vox
2 Engadget	4 New York Times	2 WebMD
Everyday Health	Politico	Wired
Financial Times	2 Reddit	2 Yahoo News
Forbes	Refinery29	ZDNet

2017 ISPs, Carriers & Hosters – Honor Roll

47% Honor Roll - 51% Failing - 3% “Top of Class”

1&1	HostGator	Peer 1 Network (USA) Inc
AOL Mail	HostWay	ProtonMail
Automattic	iCloud Mail	SingleHop
BlueHost	Incapsula Inc	Skyriver Communications
Bright House Networks	KnownHost, LLC	SoftLayer
C Spire Wireless	Lightower Fiber Networks	Squarespace
CenturyLink	Linode	Time Warner Cable
Charter Communications	LiquidWeb	T-Mobile
Consolidated Communications	Mail.com	Verizon
Cox Communications	Media Temple	Verizon Wireless
Digital Ocean	MetroPCS	Weebly
Enom Inc	Microsoft Azure ◆	Windstream
Frontier Communications	Microsoft Outlook.com	Yahoo Mail
GMX Email	Name.com	Zoho Mail
Google Gmail	Namecheap	
Google Sites	New Dream Network, LLC	

Bold – Top 50 Consumer Facing ◆ – Top score in sector 2 3 4 5 6 – Consecutive years as Honor Roll recipient

2017 OTA Members – Honor Roll

97% Honor Roll - 3% Failing – 34% “Top of Class”

5 ACT, The App Association	Global Cyber Alliance	6 Online Trust Alliance ♦
4 Act-On Software	Guardian Life	OpenX
2 AdBlock Plus	6 Harland Clarke Digital	4 Optizmo
3 ADT	6 High-Tech Bridge SA	People Connect
6 American Greetings	6 IBM/Silverpop	6 Publishers Clearing House
6 Agari	6 Iconix	6 Sailthru
3 Brand Protect	6 Identity Guard	Security Scorecard
Classmates	Identity Theft Council	3 Simpli.Fi
4 Coles	2 Infoblox	5 SiteLock
6 Constant Contact	Intelius	6 Symantec
2 Device Authority	Internet Society	4 The Media Trust
6 DigiCert	6 Intersections	6 TRUSTe
Digital Content Next	3 Kromtech Alliance Corp.	6 TrustSphere
4 Distil Networks	4 LashBack	6 Twitter
2 Dmarcian Inc.	3 LifeLock	3 UnsubCentral
6 Enlighten	3 MacKeeper	2 ValiMail
6 Epsilon	3 Malwarebytes	5 VeriSign
2 Eyeo	6 Marketo	2 Yes Lifecycle Marketing
4 Flybuys	6 Microsoft	5 ZEDO
3 Gap	2 National Assoc. of REALTORS	2 Zeta Interactive
6 GetResponse	Norton	



For updates to the 2017 Trust Audit including the full analysis and methodology visit <https://otalliance.org/TrustAudit>