



# VPN Trust Initiative (VTI)

Reporting on virtual private network (VPN) technologies—especially during fast-moving news cycles like the Tunnelvision exploit—underscores the challenge of accurately covering complex tools in today’s deadline-driven, resource-constrained media landscape. The VPN Trust Initiative (VTI) understands that you need to be both fast and accurate. We’re here to help.



## TRUST SEAL

Founded in 2019, the VPN Trust Initiative is an industry-led, member-driven consortium of leading VPN providers focused on strengthening trust and improving consumer understanding of VPNs. We developed the VPN Trust Seal to recognize companies that uphold high standards across five core areas:

- Security
- Privacy
- Disclosure & Transparency
- Advertising Practices
- Social Responsibility

When you see the Trust Seal on a provider’s website, you can trust they meet these standards and are committed to maintaining them.

## WHAT IS A VPN?

A Virtual Private Network (VPN) encrypts your internet traffic and hides your IP (Internet Protocol) address to create a secure and private connection to the Internet. This encryption helps prevent third parties from monitoring, snooping, or collecting data about your online activity.

In a time when digital security and privacy are more important than ever, VPNs have become essential tools for protecting those rights. While they enable secure remote access for businesses, VPNs also empower individuals by helping defend against cyber threats, phishing attempts, and surveillance—especially on public WiFi. Globally, VPNs are used to access and report news or communicate freely in jurisdictions with online restrictions and limited free expression protections. And yes, while VPNs can help you access streaming services abroad, their real power lies in protecting personal freedom and digital safety.

## NOT ALL VPNS ARE EQUAL

The VPN marketplace includes both highly reputable operators and untrustworthy actors. VTI exists to help the public clearly understand which providers meet rigorous standards for how Internet traffic and user data are handled.

## USE VTI AS A REPORTING RESOURCE

If you’re covering stories about VPN technology, privacy, cybersecurity, or policy impacts on the industry, VTI is a trusted source for background, context, and expert connections. Email us at [vti.press@i2coalition.com](mailto:vti.press@i2coalition.com)—we’ll respond quickly and can connect you with the right people at our member companies.



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