Symantec | Website Security Solutions

THE ART AND SCIENCE OF SSL VALIDATION: A VISUAL REFERENCE GUIDE

SO WHAT LEVEL OF SSL WORKS BEST FOR YOU?

READ ON TO DISCOVER THIS AND MORE.

DV

LEVEL 1 DOMAIN VALIDATION

This is the lowest level of authentication used to issue SSL certificates. The Certificate Authority (CA) will issue this certificate to anyone listed as the domain admin contact in the public record associated with a domain name. As a result, DV certificates are issued very quickly. No company information is checked or displayed on the certificate, making it easier for criminals to gain this type of certificate from irresponsible CAs.

WHEN TO USE DV :

Situations where trust and credibility are less important

- ✓ Easy to obtain.
- ✓ Fast issuance.
- ✗ Use only for web-based applications that are not at risk for phishing or fraud.
- ✗ Don't use for public facing sites or sites that handle sensitive data, like log ins.

OV

Norton SECURED powered by Symantec

LEVEL 2 ORGANIZATION VALIDATION

OV is the more secure step up from DV. As well as checking up on ownership of the domain name, the CA will also carry out additional vetting of the organization and individual applying for the certificate. This might include checking the address where the company is registered and the name of a specific contact. This vetted company information is displayed to visitors on the certificate, making ownership of the site much more visible.

WHEN TO USE OV:

Public-facing websites dealing with less sensitive transactions

- ✓ More thorough vetting process than DV.
- ✓ Company information is displayed to users.
- ✓ Provides a certain level of trust about the company who owns the website.
- ✗ Doesn't offer the highest visible display of trust like EV SSL (green browser bar).

EV

LEVEL 3 EXTENDED VALIDATION

This is the gold standard in SSL certificates. EV verification guidelines, drawn up by the CA/Browser Forum, require the CA to run a much more rigorous identity check on the organization or individual applying for the certificate. Sites with an EV SSL certificate have a green browser address bar and a field appears with the name of the legitimate website owner and the name of the CA that issued the certificate.

WHEN TO USE EV:

E-commerce sites and websites handling credit card and other sensitive data

- ✓ Use EV SSL for the highest visible display of online trust.
- ✓ Comes with the green browser address bar.
- ✓ Increase user trust and lower bounce rates and shopping cart abandonments.
- ✓ Recoup the extra cost of an EV certificate in the form of increased revenue.
- ✓ Strengthen your credibility and brand by showcasing your commitment to online security.

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XSOFT

ALWAYS PUT YOUR TRUST IN THE RIGHT CA

When it comes to securing online transactions, safeguarding customer information, and protecting business reputation, you're only as safe as the Certificate Authority you choose. Symantec is the world's leading provider of Internet trust, authentication and security solutions.

WHY CHOOSE SYMANTEC

Our goal is simple - to make the internet safer to do business for you and your customers. We are the web's most trusted security provider, with over 92% of the Fortune 500 and 93 of the world's largest financial institutions worldwide secured by Symantec SSL, and the Norton Secured Seal displayed over 750 million times per day on websites in 170 countries.

NOT ALL SSL IS THE SAME

Not all SSL is the same because not all CAs are the same. Founded as VeriSign in 1995, we support the world's largest and most critical certificate deployments. Our robust PKI infrastructure includes military-grade data centers and disaster recovery sites for unsurpassed customer data protection, availability, and peace of mind. Symantec maintains the highest standards in SSL technology and issuance.

LEADING THROUGH INNOVATION

Our continuous investment in research and development not only keeps our practice standard the highest in the industry, it helps us stay well ahead of evolving security risks. Our innovation including the recent introduction of ECC and DSA algorithms as alternatives to RSA makes us industry leaders.

BEYOND SSL

Our investment in security extends beyond SSL as we incorporate new protection services to combat the constantly moving threat landscape. Our website security solutions include:

- **Vulnerability assessment** - to help you quickly identify and take action against the most exploitable weaknesses on your website.
- **Malware scanning** - that examines the public portion of your site, notifying you of infected pages, as well as the code causing the problem.
- **Seal in Search** - delivers the Norton Secured Seal to search engine results to get you noticed and to increase site traffic.

YOU CAN ALSO TRUST OUR RANGE OF BRANDS, PROVIDING WEBSITE SECURITY SOLUTIONS TO SUIT EVERY NEED.

thawte® GeoTrust® RapidSSL

If you have further questions, or would like to speak with a Sales Advisor, please feel free to contact us: Email:Sales@xsofthost.com or visit our website at: www.xsofthost.com