

SSL Certificates from NetNames

powered by VeriSign

NetNames^{NN}

NETNAMES IS A VERISIGN GOLD PARTNER

High profile incidents of fraud and phishing scams have made internet users very cautious; in fact 54% of online shoppers interviewed abandoned a potential online purchase for security concerns¹. Your website visitors need to trust that they are safe and their information is secure when using your website and the only way to validate this trust is through the use of secure socket layer (SSL) certificates.

What are secure socket layer (SSL) certificates?

When information or data travels across online networks that are not secured with SSL encryption that data is in full view. Secure socket layers, or SSL certificates are a way of hiding that information so that only the authorised contact can access it and use the data specified. Every SSL certificate is created for a particular server in a specific domain for a verified business entity, and like a passport or a driving licence, an SSL certificate is only issued by a trusted authority.

How do SSL certificates work?

An SSL certificate consists of a public key and a private key. The public key is used to encrypt information and the private key is used to decipher it. When a browser points to a secured domain, an SSL handshake authenticates the server and the client and establishes an encryption method and a unique session key. The user can then begin a secure session that guarantees message privacy and message integrity. By using only Server-Gated Cryptography (SGC encryption) within our SSL certificates we are able to enable 128- or 256-bit SSL encryption, the most powerful SSL encryption available.

Visible evidence of online security



Once secured, your site will carry 'the golden padlock' a well known symbol of trust. When you buy NetNames SSL certificates in partnership with VeriSign you will additionally receive the VeriSign Secured Seal to place on your website, a seal that demonstrates your SSL certificates are the most secure in the industry.

Tangible returns for your business

As well as peace of mind for your customers the VeriSign Secured Seal could directly impact your bottom line; "We posted the VeriSign Secured Seal on the payment pages and found that completed sales rose by approximately 10% in comparison to the previous weeks results" – Warren Jonas, Head of Service Management Opodo.

NetNames Platinum Service – free SSL certificate audit

If you are already using SSL certificates to protect your business, but would like to check their status, we can offer you a no obligation SSL certificate audit to highlight;

- How many SSL certificates you have (on external sites only)
- Who currently provides your SSL certificates
- When they expire.

If you then decide that you would like to transfer your SSL certificates to NetNames, simply contact your Platinum Service account manager who will run through the simple process with you.

¹ TNS Research, August 2006



Choose from two highly secure SSL certificate options:

Secure Site Pro

- True 128-bit SSL certificates for securing sensitive information during online transactions
- \$250,000 warranty
- VeriSign Secured Seal.

Extended Validation (EV)

- All of the benefits that the Secure Site Pro offers
- Competitive advantage and customer confidence in the green address bar securing the highest level of trust on your website.

Partnering for success

NetNames is the only Gold VeriSign partner in Northern Europe, and this unique partnership sees the market leader in corporate managed domain services partnering the world's no.1 SSL certificate specialist.

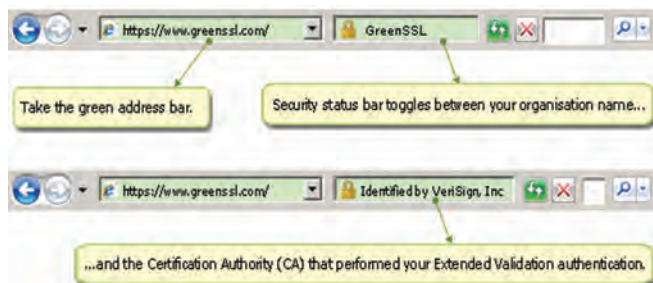
This partnership offers NetNames Platinum Service customers quick and easy access to VeriSign SSL certification. Additional benefits include a single point of contact and cost efficiencies when a new or upgrade order is placed during 2007.

Why choose Extended Validation (EV) - the highest level of validation in the industry?

EV or Extended Validation SSL certificates offer both the strongest validation and the greatest visible security assurances in the industry.

1. Green address bar

With Microsoft® Internet Explorer 7 (IE7), released in early 2007, the address bar turns green if an EV certificate is in place for that site and displays the name of the Extended Validation certificate owner. If the site does not have Extended Validation the website address bar will remain white, giving a very visible indication of levels of security. All of the major financial institutions and e-commerce websites already have EV SSL's in place on their websites and EV is expected to become an industry standard as consumers become familiar with the 'green bar' indicator. If your site has the "green bar" in IE 7 and your competitor's site does not, you appear to be more trusted and more legitimate.



2. Extended Validation (EV):

To qualify for an EV certificate the organisation requesting the certificate must be registered with the appropriate government agency in its country of jurisdiction (country of registration).

The following registration requirements need to be confirmed through the company registration database (SOS) or a registration document (POR) received:

1. Organisation's registration number
2. Organisation's date of registration / incorporation
3. Organisation's registered / agents address
4. Organisation's status.

This Extended Validation complies with the CA/Browser Forum Extended Validation Certificate Standard.

For further information on NetNames SSL certificates please email sales@netnames.com or contact your NetNames Platinum Service account manager.