VeriSign®
The Value of Trust℠

Use this checklist today to determine just how secure your customer data really is.

Find out your Web site's top 5 security issues

Have you taken all the steps necessary to secure the personal information customers enter on your Web site? The items below highlight areas of data vulnerability that diminish the trust customers and business partners have in doing business with you.

1 **Is data protected against interception or alteration by third parties during transmission?** When sensitive data, like credit card numbers, financial or health-care information, is sent over the Web without the protection of SSL, there is a high risk the data will be intercepted and even altered by hackers during transmission.

YES ☐ NO ☐

2 **Does your Web site security prevent auto security notices?** All Web browsers have security mechanisms to help prevent users from unwittingly submitting their sensitive information over unsecured channels, which can equal lost business. Your Web site must have a valid SSL Certificate to prevent these warnings from being displayed to users.

YES ☐ NO ☐

3 **Does your Web site provide the highest security available, regardless of browser version?** VeriSign offers 128-bit encryption — the strongest SSL encryption available in today's browsers — which has never been broken. VeriSign's SSL Certificates support Server Gated Cryptography (SGC) technology, which guarantees Web customers and business partners the highest security available, regardless of browser version.

YES ☐ NO ☐

4 **Can you verify to customers that your Web site is owned by a "legitimate" business?** Your customers and business partners must be confident that their sensitive information is being shared with a real entity, not a "spoof" site masquerading as a legitimate business.

YES ☐ NO ☐

5 **Does your Web site display a recognized trust mark?** The VeriSign Secure Site Seal is the leading sign of trust on the Internet (Cheskin/Studio Archetype Study). Displaying the Seal on your Web site assures your customers and business partners that they are securely sending their sensitive data to and receiving it from a trusted business.

YES ☐ NO ☐

If you answered "no" to any of these questions, your customer data is at risk— and you may be losing sales because of it.

You can stop that loss now. Just download a FREE 14-Day Trial Certificate at www.verisign.com/products/srv/trial/intro.html or for more details on how VeriSign SSL Certificates secure your customer data, call us today at:

1-866-893-6565

Outside the U.S., call: 27-21-917-8903

About VeriSign

The leading provider of trust services for electronic commerce and communications.

VeriSign offers a cost-effective, proven solution for securely conducting business over the Web. The SSL Certificate and Secure Site Seal included with each of VeriSign's Secure Site Services enables your customers and business partners to securely interact with your Web site and can boost online sales by giving them the confidence they need to conduct business with you online.

VeriSign SSL Certificates have earned the trust of businesses worldwide, including virtually all of the Fortune 500 companies on the Web and most of the top 40 e-commerce sites. To date, VeriSign has issued more than 383,000 SSL Certificates currently installed worldwide.

If the previous checklist revealed holes in your Web site security, VeriSign SSL Certificates can plug those holes quickly for as little as a dollar a day.

14-Day FREE TRIAL

It's easy to see for yourself. Just download our FREE 14-Day SSL Trial Certificate to unlock your Web servers' SSL functionality at:
www.verisign.com/products/srv/trial/intro.html

To learn more about VeriSign SSL Secure Site Services and e-commerce solutions, visit www.verisign.com/products/site/ With VeriSign Secure Site services, you can:

- **Authenticate** your online business
- **Encrypt** sensitive data with an SSL Certificate
- **Securely accept** online payments
- **Increase trust** in your Web site by displaying the VeriSign Secure Site Seal

Start today to gain customer confidence and boost sales at the same time.

Just download a FREE 14-Day Trial Certificate at www.verisign.com/products/srv/trial/intro.html

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