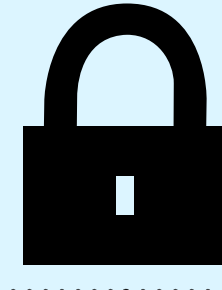


ONLINE SECURITY



WITH WHOM DO YOU TRUST YOUR DATA?

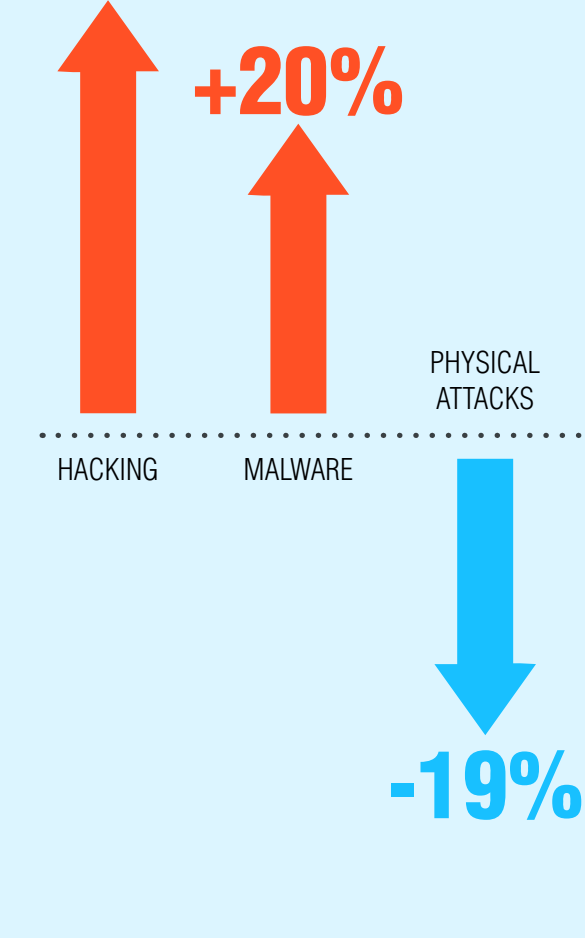
WOULD YOU TRUST YOUR MONEY TO A BANK THAT DOESN'T LOCK ITS VAULT?

EACH TIME YOU BUY SOMETHING ON THE WEB, WHETHER SHARING A CREDIT CARD NUMBER OR OTHER PERSONAL INFORMATION, YOU'RE PUTTING YOURSELF AT RISK IF YOU DON'T VERIFY THAT THE WEBSITE YOU ARE VISITING TAKES APPROPRIATE MEASURES TO PROTECT YOUR SECURITY AND PRIVACY.

DATA BREACH (1)

36 COUNTRIES
855 INCIDENTS
174 MILLION RECORDS

75% OF ONLINE RETAILERS ARE STILL FAILING TO ADOPT ONLINE SECURITY BEST PRACTICES (2)



ONLINE ATTACKS ON THE RISE

% CHANGE BETWEEN 2010 AND 2011 (1)

SCARY ISN'T IT! AND TO THINK... YOU TRUST THESE PEOPLE WITH YOUR IDENTITY!

35 MILLION RECORD LOST

UNAUTHORIZED SERVER INTRUSION

IN JULY 2011, THE SOUTH KOREAN SOCIAL NETWORKING SITE CYWORLD EXPERIENCED A BREACH

PERSONAL INFORMATION OF USERS, INCLUDING NAMES, EMAIL ADDRESSES, PHONE NUMBERS AND ENCRYPTED RESIDENT REGISTRATION NUMBERS AND

PASSWORDS MAY HAVE BEEN ACCESSED (3).

BILLION DOLLARS **2.1**

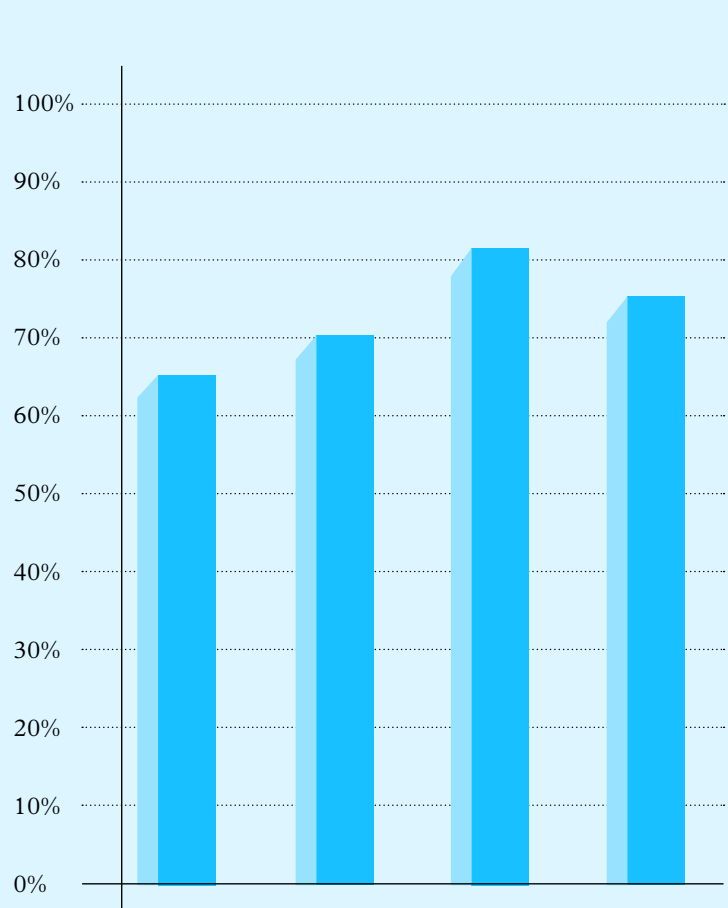
ESTIMATED COST OF BREACH

WHO CAN WE TRUST?



THE OTA IS A GLOBAL, NON-PROFIT ORGANIZATION DEDICATED TO PROMOTING ONLINE SECURITY BEST PRACTICES AND POLICIES THAT MITIGATE EMERGING PRIVACY, IDENTITY AND SECURITY THREATS, THEREBY ENHANCING ONLINE TRUST AND CONFIDENCE. THE OTA 2012 HONOR ROLL REPORT HIGHLIGHTS SECURITY AND PRIVACY IMPLEMENTATION ACROSS THE WEB WHILE DISTINGUISHING COMPANIES LEADING WITH BEST PRACTICES THAT PROTECT CONSUMERS. THE REPORT CAN BE SEEN HERE -

2012 ONLINE TRUST INDEX - AVERAGE



3

- SSL IMPLEMENTATION
- EMAIL AUTHENTICATION
- PRIVACY PRACTICES

MOST REVEALING BENCHMARKS OF ONLINE SECURITY

THE ONLINE TRUST INDEX (OTI) IS A COMPOSITE SCORE BASED ON THE DEGREE OF ADOPTION OF A COMPANY OF THESE THREE BEST PRACTICES

ALL CONSUMER FACING WEBSITES ARE CATEGORIZED INTO 1 OF THESE 4 SEGMENTS:

- THE FDIC 100
- LEADING ECOMMERCE SITES (EC 500)
- MEMBERS OF THE OTA
- TOP SOCIAL MEDIA SITES

THE OTA EXAMINED OVER **1200** DOMAINS, **3600** WEB PAGES AND OVER **500** MILLION EMAILS. THEIR DEEP ANALYSIS OF THESE MEASURES IS HIGHLIGHTED BELOW

SSL IMPLEMENTATION AND CONFIGURATION

INCORRECT SSL SETUP CAN BE DETRIMENTAL TO THE ONLINE WORLD OF SECURITY. WITH 41% IGNORING "SECURITY ALERT" TYPE MESSAGES THIS INTRODUCES AN OPPORTUNITY FOR HACKERS TO TAKE ADVANTAGE.

91%

HAVE SEEN "SECURITY ALERT" POP-UP MESSAGE

41%

IGNORE "SECURITY ALERT"

43%

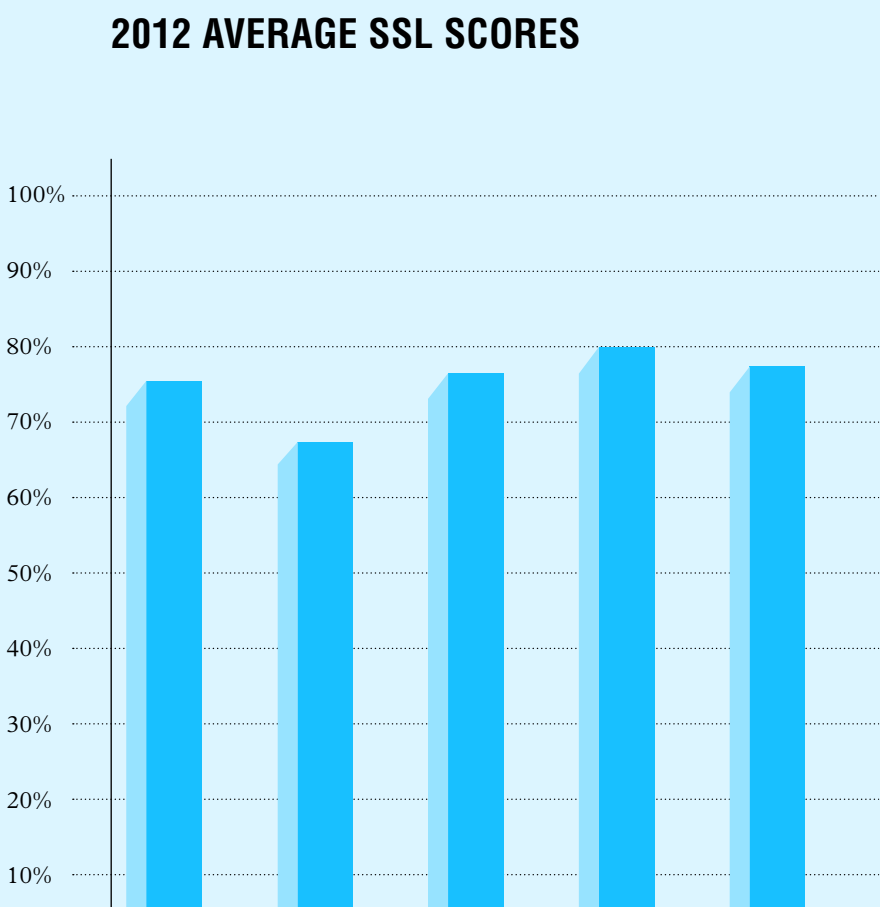
ABANDON SITES WHEN THEY SEE "SECURITY ALERT" MESSAGES

ONLY 10% SECURE

190,000 SITES SURVEYED: ONLY 19,810 SECURE

BASED ON SSL AND SERVER CONFIGURATION TESTING (2)

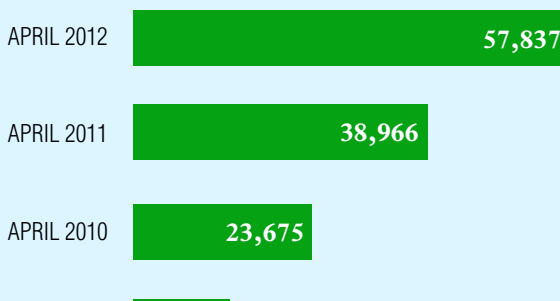
2012 AVERAGE SSL SCORES



ALARMINGLY, FEDERAL GOVERNMENT SITES CONTINUE TO TRAIL BEHIND THE OTHER SECTORS IN ADOPTING SSL BEST PRACTICES.

EV SSL REQUIRES A MORE THOROUGH VERIFICATION AND IS THEREBY A BETTER INDICATOR THAT A SITE TRULY IS SAFE

WORLDWIDE GROWTH OF EV SSL CERTS



48%

YEAR-TO-YEAR GROWTH OF SITES USING EV SSL CERTIFICATES (2)

WHAT CAN WE DO?

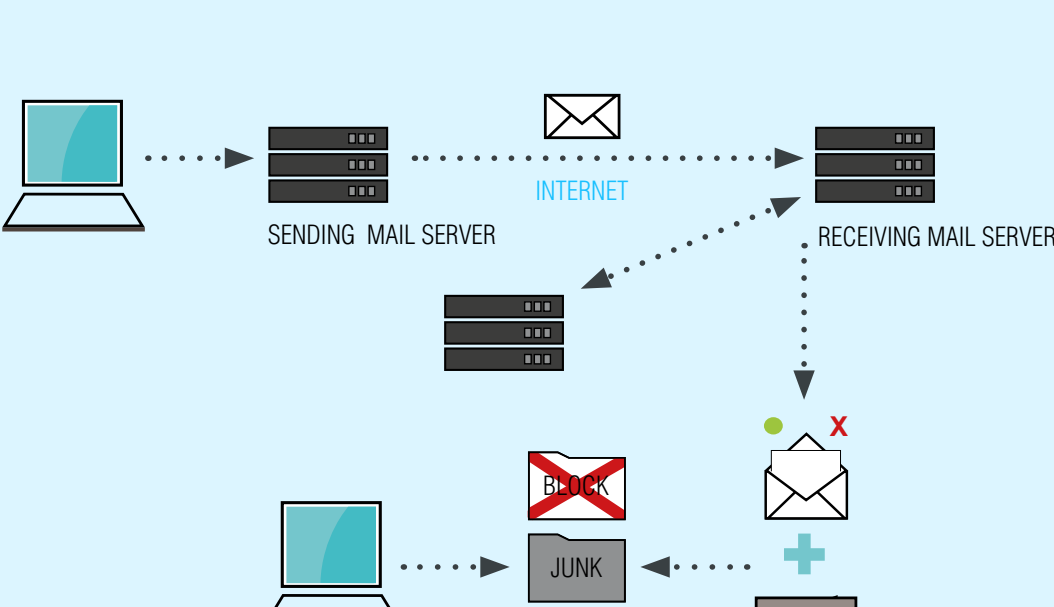
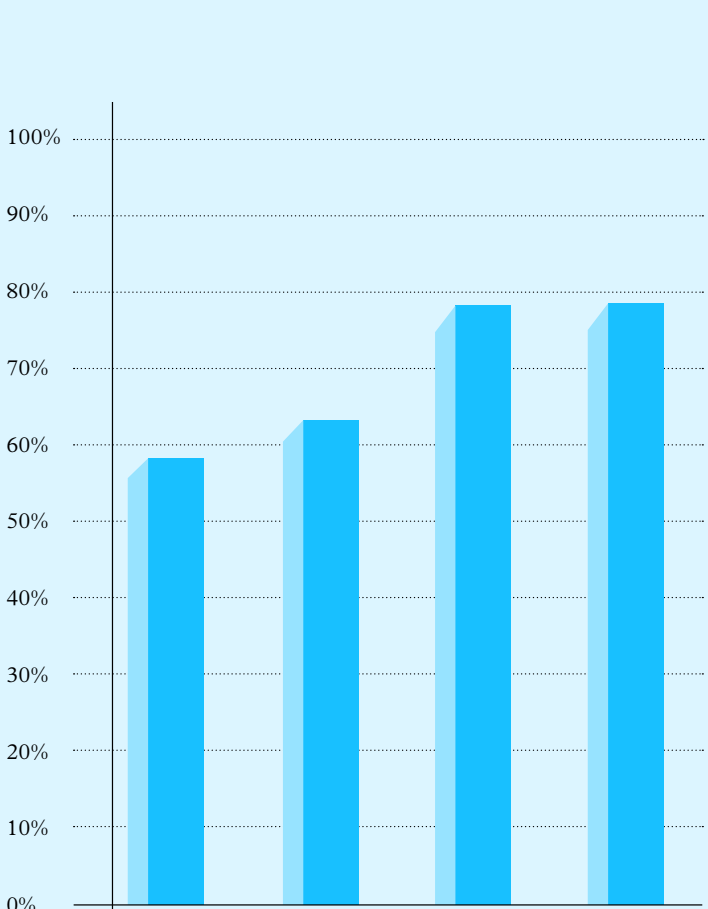
SSL IS A VERY SECURE PROTOCOL. HOWEVER, WHEN NOT IMPLEMENTED CORRECTLY IT LEAVES VULNERABILITIES OPEN. WHEN PURCHASING SSL CERTIFICATES YOU SHOULD CONSIDER PURCHASING **HIGH ASSURANCE CERTS**, AND EV CERTS WHERE POSSIBLE. IN ADDITION TO LOOKING AT DOING BUSINESS WITH **OTA HONOR ROLL COMPANIES** (CAN BE SEEN HERE -), BE SURE TO PURCHASE YOUR SSL CERTS FROM A CERTIFICATE AUTHORITY THAT HAS EXCELLENT

SUPPORT SO THEY CAN WALK YOU THROUGH SERVER SETUP IF NECESSARY.

PRIVACY PRACTICES

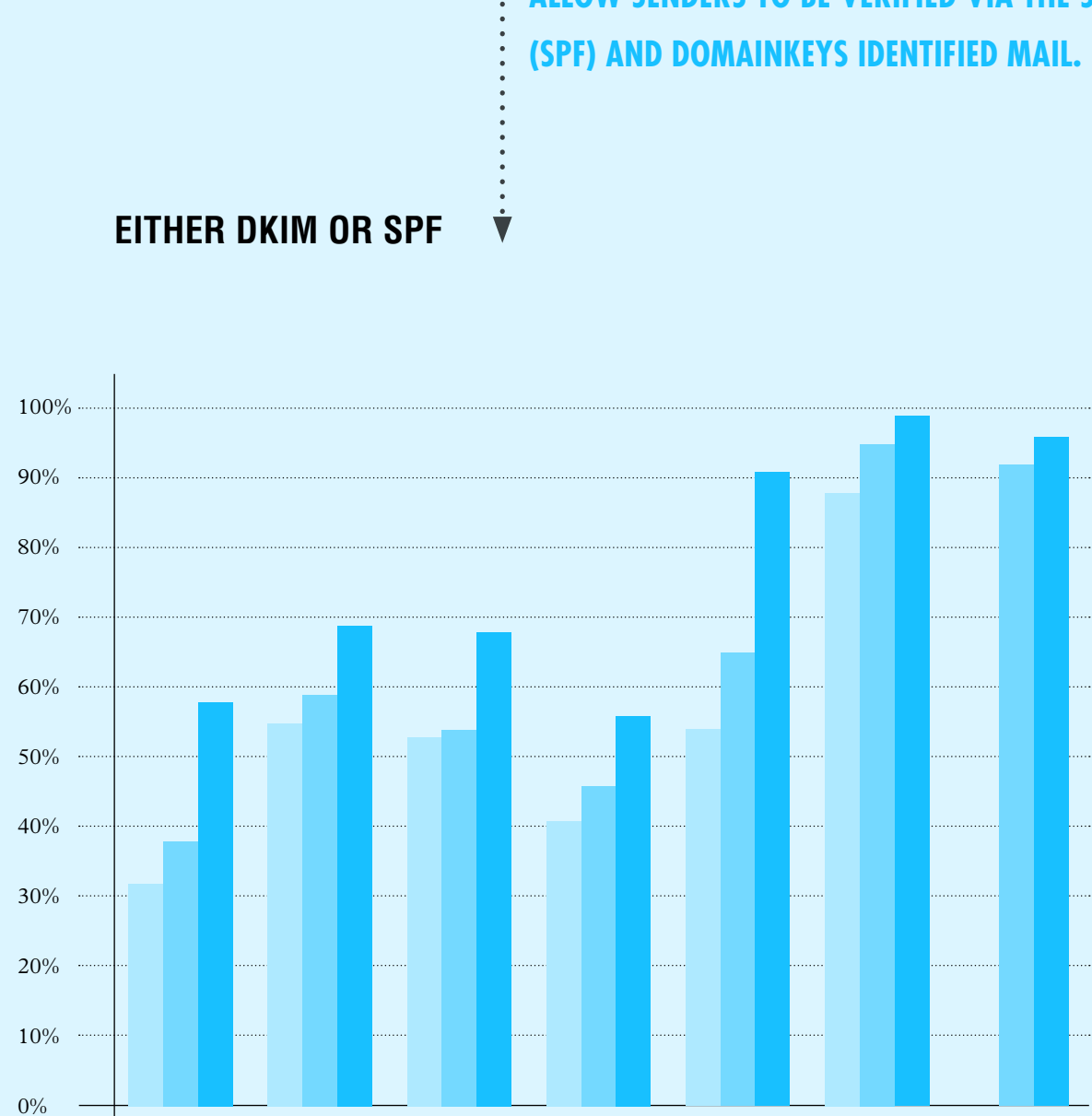
EMAIL AUTHENTICATION

AVERAGE PRIVACY SCORES



TO COMBAT SPAM AND PHISHING, STANDARDS HAVE BEEN SET THAT ALLOW SENDERS TO BE VERIFIED VIA THE SENDER POLICY FRAMEWORK (SPF) AND DOMAINKEYS IDENTIFIED MAIL.

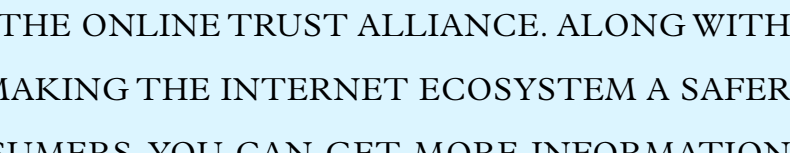
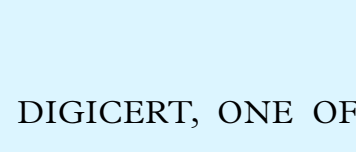
EITHER DKIM OR SPF



ADOPTION OF EITHER SPF OR DKIM IS UP FROM 56% IN 2011 TO 73% IN 2012

PRODUCED BY

DIGICERT, ONE OF THE WORLD'S LARGEST PROVIDERS OF HIGH-ASSURANCE SSL CERTIFICATES, IS A BOARD MEMBER OF THE ONLINE TRUST ALLIANCE. ALONG WITH THE OTA, DIGICERT IS DEDICATED TO MAKING THE INTERNET ECOSYSTEM A SAFER PLACE FOR ORGANIZATIONS AND CONSUMERS. YOU CAN GET MORE INFORMATION ON DIGICERT OR FOLLOW THEM ONLINE VIA ONE OF THESE LINKS:



SOURCES:

- HTTP://WWW.VERIZONBUSINESS.COM/RESOURCES/REPORTS/RP_DATA-BREACH-INVESTIGATIONS-REPORT-2012_EN_XG.PDF
- HTTP://WWW.OTALLIANCE.ORG/NEWS/RELEASES/2012SCORECARD.HTML
- HTTP://DATALOSSDB.ORG/INCIDENTS/4521