SSL Certificates: The Key to Keeping Your Customer's Data Secure

What Is an SSL Certificate?

An SSL (Secure Socket Layer) Certificate adds a layer of security to protect the exchange of sensitive information between a web browser and a server. This standard security protocol encrypts usernames, passwords, credit card numbers, or other sensitive information shared online, keeping it safe from a potential attacker. Consumer-focused businesses use this protocol to secure communications, provide privacy, and maintain data integrity for their website.

Why Do I Need It?

When a website visitor worries about their privacy or protection of data, it results in lower conversions and fewer sales for your business. A survey by Ponemon Institute, an independent research group focused on information security, found 69% of consumers have left a website because of a security concern. SSL Certificates give consumers peace of mind, allowing them to trust their information is safe while communicating with a website and—ultimately— trust your business.

The rewards of using digital certificates for encryption include safe transactions and happy customers.

Choosing a Certificate

There are different types of certificates to accommodate the needs of any business. Some certificates have extra perks. For example, browsers give websites secured with an Extended Validation Certificate a branded green URL in the address bar.

🔒 DigiCert Inc [US] | https://www.digicert.com   This unique visual cue instantly assures customers the website is secure and so is any confidential information they share with that site.

Determining which certificate is right for you depends on how many domains and subdomains you need to secure. Your DigiCert partner can help you decide which certificate is right for your business and answer any questions you have.

Secure Your Business, Secure Your Customers

SSL Certificates are a necessity for any business with an online presence. DigiCert secures websites for small, independently owned businesses as well as large Fortune 100 companies.

Contact your DigiCert partner today to secure your website with an SSL Certificate.

Partner logo goes here

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