

## FEATURES & BENEFITS

- **Easy-to-use FREE tool to combat online identity theft**
- **Provides an instant web site verification rating:**
  - GREEN** means the site has been Verified and is safe for information exchange
  - YELLOW** advises Caution (unable to verify site or SSL certificate is questionable)
  - RED** means Warning - it's a known fraudulent site
- **Checks the integrity of the domain name of a web site and clearly displays the domain name on the toolbar**
- **Checks sites against a variety of blacklist databases**
- **Toolbar also provides:**
  - Optional pop-up blocker
  - Link to report suspicious sites
  - Personal security ID to prevent toolbar spoofing

## WEB SITE VERIFICATION SEARCH SITE AND TOOLBAR FIGHTS ONLINE FRAUD AND PHISHING SCAMS

Consumers today are increasingly frequent targets of scams designed to persuade them to turn over personal or financial information online. To help consumers combat the near-epidemic levels of online identity theft, credit card fraud and phishing scams, GeoTrust has developed TrustWatch, a FREE domain verification toolbar and search site.

The search site uses patent-pending technology to allow consumers to enter any web site or domain name into a search box and receive back a verification rating that provides consumers with more confidence when exchanging personal and payment information with an online business. The TrustWatch toolbar is a browser extension that displays information to help consumers instantly verify the identity and check security standards of web sites that are conducting e-business or requesting confidential information.

TrustWatch is free and available for download from [www.trustwatch.com](http://www.trustwatch.com). It supports Internet Explorer browser versions 5.01 and above and is compatible with Microsoft Windows 98, ME, NT, 2000 and XP operating systems. Future versions will support additional web browsers and email clients. The search site is [www.trustwatch.com](http://www.trustwatch.com), and is available for any consumer using any web browser.

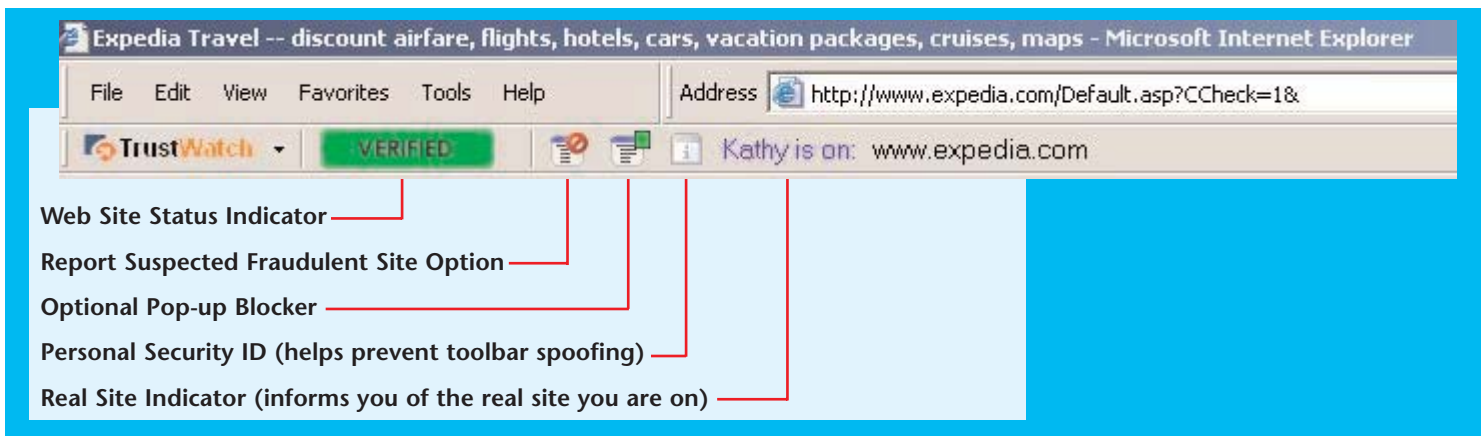
Since pop-up windows are increasingly becoming a tool for disreputable data collection, the TrustWatch toolbar also contains an optional pop-up blocker. In addition, TrustWatch provides a link to report suspicious sites. These names will be examined and shared with other organizations that monitor fraudulent activity.

## WHAT THE RATINGS MEAN

The TrustWatch search site and toolbar both instantly display several key factors that should be used to evaluate the trustworthiness of a web site that is requesting confidential information. TrustWatch provides a web site verification rating by displaying a green, yellow or red light. A green light is displayed to consumers when a web site is safe for the exchange of confidential information because the site has been verified by a recognized Certificate Authority (such as GeoTrust or VeriSign) and has a valid SSL certificate installed. If a site is not verified or fraudulent, either a yellow caution or red warning light will appear.

### In-depth rating definitions:

A **VERIFIED** (a green light) rating means that the web site is secure and is using a valid certificate from a WebTrust- certified source, and is not listed on any 'blacklists' of disreputable sites. Consumers can feel confident that this site has been verified by a trusted third party, and is using the highest levels of SSL encryption to protect confidential data.



TrustWatch verified rating (for www.expedia.com)

- A **NOT VERIFIED** (a yellow light) rating means that there is not enough information about the site to make a determination about its security. However, the site is not listed on any of the published 'blacklists' which keep databases of disreputable sites. Consumers should use caution before exchanging sensitive or confidential information with this site.

A web site rated Not Verified could mean one or more of the following:

- There is no site verification information available
- The SSL certificate has expired or has been revoked
- The domain name on the SSL certificate does not match the web site domain name
- The SSL certificate was not issued from a WebTrust-certified Certificate Authority
- The SSL certificate is a shared certificate

- A **WARNING** (a red light) rating means that the site has been found on a published 'blacklist' of disreputable sites. Consumers should be advised that exchanging sensitive or confidential information with this site could put them at risk for identity and/or financial fraud.

### TRUSTe Site Seals Displayed

TrustWatch also displays TRUSTe members' site seal information in a detailed drop down box, within the TrustWatch toolbar. The TRUSTe seal, displayed on leading e-commerce sites, indicates to consumers that the site adheres to strict privacy standards. The companies are working together to help educate consumers and promote safer online transactions.

### ADDITIONAL PROGRAMS PROMOTE VERIFIED WEB SITES

Merchants can help in the fight against online fraud by participating in the Get TrustWatch Merchant Program. Merchants simply place a "Download Now" icon on their web sites to allow consumers and customers to download the TrustWatch toolbar directly from their site. By educating consumers about verified sites, merchants can help create a safer online commerce environment which is good for business.

In addition, TrustWatch can be licensed and co-branded by enterprises, ISPs and other organizations for use within their user communities. For more information, contact [info@geotrusteurope.com](mailto:info@geotrusteurope.com).

### About GeoTrust.

GeoTrust is a leader in identity verification and trust services for e-business. Its products include web security services for secure e-commerce transactions, identity verification, managed security services and TrustWatch ([www.trustwatch.com](http://www.trustwatch.com)), a free toolbar and search site that helps consumers recognize whether a site has been verified and is safe for the exchange of confidential information. With more than 100,000 companies in over 140 countries using its technology for online security, GeoTrust has rapidly become the second largest identity verification provider in the world.



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